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## **RMLS Marks One Year of Green Listings**

**PORTLAND, Ore.** – In a year since Portland-based Regional Multiple Listing Service (RMLS) became the first Multiple Listing Service (MLS) in the nation to introduce a way for Realtors to indicate third-party green certification and other green features on new and existing homes, there have been 632 green homes sold in the Greater Portland metro area.

RMLS first released green certification fields on its listing input forms in February 2007. Inclusion of the fields allows Realtors who subscribe to RMLS to search for and/or market new homes that have been certified by ENERGY STAR<sup>®</sup>, Earth Advantage<sup>®</sup> Homes or LEED<sup>®</sup> for Homes in areas where RMLS is the primary MLS. Additionally, they can search for new and existing homes with particular green features such as bamboo or cork flooring, high-efficiency 90 AFUE furnaces, source of electrical power, solar panels and additional home modifications such as sustainable materials, water filters, rain collectors and solar tubes.

In the last year, the average green home in Portland sold for \$415,000 in 68 days and was 1,890 square feet. Currently there are 518 active residential green properties listed in the Portland metro area.

“Only our Realtor-subscribers have the tools and knowledge to narrow down the more than 14,000 active listings in the Portland metro area and help buyers find their green home,” said Beth Murphy, CEO of RMLS.

Not only do area home buyers have access to green listings through their Realtor, but they can also look to a number of area Realtors who are accredited in sustainability training.

Since May 2007, Earth Advantage has graduated over 315 Realtors from its EA S.T.A.R. (Sustainability Training for Accredited Real Estate Professionals) course, which gives Realtors expertise in the “pillars” that make up a green home, including energy efficiency, indoor air quality, resource efficiency and environmental responsibility.

“In the twenty-eight months of my tenure at Earth Advantage the adoption of the green certification fields by RMLS has been one of the most powerful contributions to recognizing the true market value of our green certified homes,” commented Sean Penrith, Executive Director of Earth Advantage, Inc. “We are pleased to have such a progressive listing service on the forefront of green.”

Meadows Group, Inc.'s Kria Lacher a certified ecobroker and trained architect, who markets herself as “Portland’s Green Realtor”, spearheaded the effort to bring green certification fields to RMLS.

Lacher is currently working with four other MLS systems throughout the country to implement similar programs. Since the addition, she has seen a jump in the number of inquiries about green homes.

“The interest level in understanding the different shades of green is growing and I believe the MLS changes helped this happen,” said Lacher. “I am actively assisting other parts of the country to make this change as well – it’s very exciting to see it catch on.”

#### **About RMLS™**

Regional Multiple Listing Service (RMLS™) is the Northwest’s largest Realtor-owned Multiple Listing Service, serving almost 14,000 subscribers in Oregon and Washington. RMLS™ is the primary MLS in more than 21 counties in Oregon and Southwest Washington. RMLS™ also serves subscribers in more than 20 additional counties across the Northwest. With more than 970,000 total listings in its database, RMLS™ is a trusted source for real estate information in the areas that it serves.

#### **About Earth Advantage®**

Earth Advantage, Inc., a non-profit, is a leader in the sustainable building industry in the Pacific Northwest. Earth Advantage homes are designed for overall sustainability and use at least 15 percent less energy than houses built to standard code practices. The corporation offers a premier suite of residential green building programs – Earth Advantage, ENERGY STAR® and LEED® for Homes – which incorporate energy efficiency, indoor air quality and environmental responsibility measures. For more information, visit [www.earthadvantage.org](http://www.earthadvantage.org).

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**Attachment:** “Finding a Green Home in PDX”