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## Results of a Green Housing Study Conducted by Rent.com

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A study conducted by Rent.com in February 2010, concluded that the desire for eco-friendly homes has skyrocketed. Check out some of the findings:

86 % of renters would prefer to live in an eco-friendly home. 55 % are willing to spend more in rent to live in one. Renters were almost three times as likely to say that living in an eco-friendly home is absolutely necessary for them. 42% said they were willing to pay up to \$100 extra to live in an eco-friendly home and 13% were willing to pay even more than that. 28% of respondents were most impressed with apartments that offered energy-saving appliances.

Real life example:

In the city I live (Encinitas, California) there are currently 148 homes available for rent. Of those homes, I could not find any that offered any ~green features at all. That is amazing considering the demand and the premium a green rental offers an investor. 0 for 148. In a town where the average rental is \$1800/month, that's an estimated minimum of \$1200 these owners are potentially throwing away each year.

The main reasons I see investors not greening their rentals are:  
They think it costs too much. They don't have a clue what to do. They don't think they can get a premium in rent for greening it.

Of these reasons, only #2 is a truly valid one. In regards to #1 and #3, the stats and data show that you can go green, have it cost you less money AND gain you a premium on your rental. However if you don't know what to do (#2) that can be a problem.

With the investors I've worked with across the US, I find that its #2 that is usually the stumbling block. It's becoming easier to prove #1 and #3 to investors. I've written before about some of the best ways to green your rental property; you can see just one of the articles here.