

Real Estate Intelligence

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Justin Bevins

Seeing the Light

Eco-friendly lighting can save you money and help your sale.

Taking advantage of these modern lights will not only let you help the environment, but it may benefit your pocketbook as well. Most homeowners claim to be eco-friendly and want to help the environment, yet they worry that making changes in their home will be costly or inconsequential.

This is especially true for someone who is in the process of selling their home and doesn't want to make any substantial changes to a place they hope to be leaving soon. However, making energy efficient home improvements doesn't have to mean sweeping changes and, by creating a better carbon footprint for your house, you will attract green-conscious homebuyers.

Recent studies have reported that 80% of homebuyers identify energy savings and comfortable surroundings as key factors when deciding between listings. So more agents today are working with sellers on innovative energy, environmental and ecological efficiencies when selling the home.

Today's green lighting isn't limited to fluorescent bulbs to which most people have quickly adapted. Other options including LED are gaining popularity as a viable and affordable home-lighting source. LED is an energy-efficient light source that started growing in popularity in 2007. In the past, LED lighting appeared as unattractive blue hues. However, today's LED lighting offers the same bright white output as incandescent lighting, plus an affordable price tag. People understand the value of that.

LED lighting can also be used in areas of the home that will better showcase its features. From track lighting over the fireplace and under-counter cabinet lighting to recessed lighting in the hall, LED fixtures can cast dramatic light on your home's best features.

LED lighting uses 75% less electricity than standard incandescent bulbs. They last 50 times longer than standard bulbs, saving you money. Energy-efficient lighting should also be used outside the home, such as around deck, pool, patio or garden. These low-energy emitting lights are ideal complements to your property.

Sure, the buyer can make these changes themselves, but a savvy real estate agent will tell you that a homebuyer will judge your ecofriendly actions in a positive light and may be more inclined to deal with you.

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