

Green home ownership expected to increase

Oct. 22 -- A new report says ownership of green homes is expected to increase significantly during the next five years.

McGraw-Hill Construction, in conjunction with the National Association of Home Builders, said the market for what they call "true green homes" will increase from \$2 billion to \$20 billion during that time.

True green homes are buildings that have elements of in three of five environmental categories, including energy efficiency, indoor air quality, water efficiency, resource efficiency and site management, according to McGraw-Hill Construction.

"People are spreading the word about their green homes, which is most effective because that's how buyers are hearing about the opportunities of being green," said Harvey M. Bernstein, vice president of industry analytics for McGraw-Hill Construction.

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