



THE EXPENSE OF BUILDING GREEN

True or False? Building a "green" building is more expensive than conventional construction.

False!

As prices of green products have declined and are becoming more abundant, it actually IS possible to develop a green building within a normal construction budget!

Thanks to a recent study by the World Business Council for Sustainable Development, it is said that an environmentally friendly building is not as expensive as it is commonly perceived to be. A survey of over 1400 professionals showed that most people incorrectly assume that the costs of going green are as much as 300% higher than what they really are! The reality is that the average cost to go green is less than 5% over conventional buildings, and that number continues to decrease with improved technologies, increased demand and smart design.

REES understands and embraces the overall value of green buildings. Studies show that the reduction in operating costs during the first three years far outweighs the 5% increase in construction costs.

Above all, REES believes that it is just the right thing to do, as together we strive to improve our environment.



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