

Green Building Standard for Environmentally Friendly Developments Worldwide is launched

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A new rating system to identify the most environmentally friendly property developments around the world has just been launched by Green Horizons, (www.greenhorizonsproperty.com) a division of overseas property network, Blue Horizons.

"The GREEN Building Standard" (GBS) www.greenbuildingstandard.org is a new international mark of quality which gives consumers and prospective purchasers the ability to know which property developments are being built to the highest "green" standards.

Developers - and their agents and architects - are invited to subject their building project to stringent technical criteria by which their project will be judged. A development will be awarded a bronze, silver, gold or platinum rating depending on its environmental credentials. An internationally-recognised GREEN Building Standard rating crystallizes the uncertainty and false claims to eco-friendliness currently circulating in the industry. It also enables an increasingly environmentally-conscious public to choose wisely and therefore GBS-rated buildings are more saleable.

Managing Director, Colin Barrett-Treen, explains: "The rating system has been designed in response to a major shift in the attitudes of international property purchasers. In November 2007 we conducted a poll through our agents of a sample of 181 clients who have recently either bought, or have considered buying, a property overseas. Of those polled, 92% said that they would prefer to buy a property built with environmentally friendly features built in.

"Sky TV research conducted in 2006 revealed that almost three quarters of people they contacted were now convinced that climate change had been proven beyond any doubt, and almost the same percentage believed that if everyone did their bit to act consciously with regards to the environment, the damage we are doing could be repaired."

Green Horizons Sustainable Developments Manager Yasemin Somuncu Moore, says: "The GREEN Building Standard is the perfect solution for developers who want to promote their projects on the basis of their environmental credentials. She says, "There are a number of schemes available around the world which provide a rating for buildings built to a "Green" standard. However, they are not ideal for developers in the international residential and tourism sectors.

"The most problematic issue is that with most schemes, a building has to be completed and independently assessed before an award can be made. This is a difficulty for developers who often wish to sell their projects "off-plan" and during the course of construction. Secondly, because most schemes operate only within strict country or regional boundaries, it is almost impossible to compare developments in different countries, even continents".

The GREEN Building Standard addresses these two problems head on. Colin Barrett-Treen explains, "We have designed a system which can easily be applied across national and continental borders. Using the GREEN Building Standard, both developers and purchasers will be able to identify how environmentally

friendly a property is when compared to others which have gained an award, wherever those properties are situated in the world. Additionally, because the granting of the rating is based on certification by the project architects, the awards can be made very early in the development process. This means that the developers can benefit from using their award in marketing and advertising right through the sales process”.

Environmentally conscious developers and purchasers are not the only ones to benefit from the new rating scheme. Barrett-Treen believes that sales agents will also be winners. “At a time when many sales agencies in the international property industry are finding it very tough going, the GREEN Building Standard offers them a way to target purchasers with products that our research tells us they really want. Environmentally friendly properties may be considered by many to be a niche market at present, but we are convinced that this niche is in reality, an unstoppable trend and a fundamental change in buying habits.

The GREEN Building Standard has been running for 10 weeks on a pilot basis, and has already gained the support of some significant developers worldwide. The first development to gain the coveted “Platinum Award” is the visually stunning and undeniably iconic “Visionaire”, which sits prominently on the Manhattan skyline in Battery Park City. Ann Froelich, Sales Director at “Visionaire” has no doubt that the GREEN Building Standard will help her achieve an increased volume of sales. “We are totally committed to making our building as sustainable, and as kind to the environment as possible. This award recognizes that commitment and is a highly visible and effective way to communicate this to the buying public”.

Green Horizons is making a special offer to developers who wish to be a part of this new scheme. All applications received from now until the end of July will pay a special introductory fee of just £499.00.

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FOR FURTHER INFORMATION PLEASE see www.greenhorizonsproperty.com or CONTACT:

Colin Barrett-Treen, Managing Director GREEN HORIZONS PROPERTY
TEL: +44 (0)1733 206628
EMAIL: colin@greenhorizonsproperty.com

Or

Kerry Clark Tideway Communications
TEL: +44 20 8878 0787
EMAIL: kerry@tidewaycommunications.com

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