



Green Built Home Marketing and Promotion Strategies

1. **Certify all your homes as Green Built Homes**

Green Built Home certification is most effective when all of your homes are Green Built Homes. Our “Green Built Specifications” option allows you to certify all your homes at a discounted rate and from one baseline set of specifications, which means NO MORE FILLING OUT CHECKLISTS! For more information about the Green Built Specifications, contact John Imes at (608) 280-0360 or <mailto:jimes@weigogreener.org>

2. **Educate your sales staff, realtors and subcontractors**

All of your employees should know that you build Green Built Homes and understand the benefits of certification. Sales staff can easily market your properties, realtors can find ways to position your homes in a crowded marketplace and subcontractors can find products that meet GBH criteria.

3. **Educate your buyers**

A certified Green Built Home provides incredible market distinction, but this distinction is only valuable if buyers are aware of it. Education is especially important when it comes to selling a Green Built Home. Share the benefits of Green Built Home features, including health, safety, comfort and quality.

4. **Use the Green Built Home logo**

The Green Built Home logo is a distinctive way to communicate to potential buyers that your homes offer something that competitors’ homes do not. As an enrolled GBH builder you have exclusive access to the logo for your web site, brochures and advertisements.

5. **Market your homes as Green Built Homes**

Buyers are values driven so make green building about quality. Explain the energy and maintenance savings and health, safety, comfort, durability and environmental benefits to potential customers. We’re working to increase public demand for Green Built Homes, but it never hurts to GIVE THEM MORE THAN THEY EXPECT!

6. **Let us know how you’re doing!**

Need a plug? Who doesn't these days. Pass along your green building news and project updates to our Communications Coordinator at info@weigogreener.org or post on our Facebook page (Facebook.com/GreenBuiltHome) so WEI and Green Built Home can spread the word about your successes to our followers.