

Upgrade your home green and see green again

FROM
YOUR REALTOR™

SPONSORS

My Green
Toolkit
.COM 

Want to reach out to 7,000
REALTORS® in St Louis?

Want to reach out
to their 700,000 customers
and contacts?



Daily, on our website and theirs.

Monthly, in association e-newsletters and seminars.

Quarterly, via agent and broker mailers.

My Green Toolkit.com visits the real estate association members every month with the message that they are the professional voice for a resource that can help:

- restore home values
- create a return on investment
- get paid back for it

My Green Toolkit does this through association seminars, their monthly magazine, the bimonthly membership e-blast on their own website home page. Our message:

"YOUR FREE TOOLKIT – Here are the tools you need to green your home for great energy savings today, better resale value tomorrow, and one of the best returns on investment you can make."

WHY YOU SHOULD SUPPORT OUR MESSAGE:

With My Green Toolkit, homeowners learn how making their home more energy-efficient can:

- Reduce utilities by up to 30% or more
- Improve your home's value and comfort
- Create a 20% ROI for years to come

We feature links to the energy assessors accredited by Missouri's Department of Natural Resources, registered by EarthWays and trained by the Building Performance Institute.

There are also links to other resources, but energy assessments will be the key to help starting to reduce our energy dependence, saving money for consumers, and improving home air quality.

WE WANT YOUR SUPPORT. We also want to feature your energy conservation articles or links in our newsletters that can further the message.

Co-sponsored by:



Sponsorships also help support the Missouri Association of Energy Professionals, a non-profit association of professionals committed to significantly reducing the energy load in buildings. Visit: <http://www.maaep.org>



SPONSORS:

Your 100 pixel square logo or name posted on the HOME page, plus in the monthly newsletter. Also, submit for approval your 150 word energy relevant article or link for newsletter entry, one month. \$600/quarter

ADVERTISING

200 pixel square ad posted on MY PAYBACK, MY STARTING PLACE and MY GREEN RESOURCES pages — same ad copy for all with link to your website. \$200/month

MY GREEN RESOURCE page:

Posted as a line link only. Limited to energy efficiency and/or sustainable green providers. Includes short descriptor copy, name and weblink or email. \$150 per quarter

Advertisers: If you've written a great article, with your name credited, submit it with \$100 for our newsletter approval.

Please e-mail with any questions: info@mygreentoolkit.com

Visit: <http://www.mygreentoolkit.com>

For ad assistance, please contact our webmaster: lehmannj@cambiumcreative.com

YOUR FREE TOOLKIT—
 "Here are the tools you need to green your home for great energy savings today, better resale value tomorrow, and one of the best returns on investment you can make."
 My Green Toolkit can help:
 • Reduce utilities by up to 30% or more
 • Improve your home's value and comfort
 • 20% PCH or better for your weatherization efforts (with tax incentives + utility savings from weatherization)
 Your REALTOR presents this resource for low cost stock market trading. For just a few hundred dollars (\$400 to \$600 typically), a RFP assessment shows exactly the steps you can take to help save up to 30% or more on your utilities. You may even be able to get the money upfront! Most energy efficient improvements are relatively inexpensive and do not involve reducing comfort or increasing costs. The goal is to qualify you for incentives, energy rebates and tax incentives to help pay for it all. This will help you reach that goal.

How about a program that significantly lowers your utilities, adds home value, improves indoor air quality and reduces your carbon footprint on the planet?
 How about getting help to pay for it?
 Your local REALTOR® wants to share brand new information with homeowners about the big value this year of "upgrading green." It's easy, inexpensive, it's locally certified by Missouri. By acting this year you may qualify for tax incentives that can help pay for it. The best part is you will lower your utilities by up to 30% or more and increase the value of your most valuable asset, your home.
 Introducing MyGreenToolkit.com. The place to learn how to start greening your home and qualify for tax incentives, all brought to you by your favorite REALTOR.
 For instance, in 2006 state and federal government are helping with tax credits and deductions for homeowners to get more energy efficient. See what's available.
 Do you know why getting a home energy assessment from an accredited energy auditor is an important, better you start with or green up your house? Learn about it.
 What are the steps to getting a home more energy efficient AND qualify for the maximum amount of incentives from government? & address? Find out here.
 Go to My Green Toolkit.com and start your home-greening efforts now, while all the "green stars are aligned." And what you see the resulting savings and incentives. Thank your local REALTOR who looks out for you. They want you to know that building value in your home is easy when you go green.

TO THE REALTOR®
 You are the missing link connecting homeowners to the resources, reasons and incentives for greening their homes.
 You can make that connection and be a rock star with all your customers and prospects — Use our free content in the REALTOR TOOLKIT for your marketing materials to stay in touch with your sphere of influence.
 My Green Toolkit.com is the place where homeowners learn how to start greening your home and qualify for tax incentives to help pay for it. And they hear about it exclusively from you, their REALTOR.
 These homes are differentiated: greener, greener, less expensive to operate, a more desirable living environment. If experience shows, they may return a higher value on the market with a quicker sale.
 The energy assessments are for gathering information. Clients can green a little or green a lot. It is not another home inspection with "mandatory" requirements, but rather a tool they can use, pass on or save for another day.
 Go to our Realtor Toolkit to see the latest articles and news stories that can be used in your promotional items to get you noticed by your customers.
 James Trout, green design/build consultant, welcomes the opportunity to speak at your energy brokers meeting. Please e-mail him with a proposed date, time and place: info@mygreentoolkit.com
 Homeowners will do it:
 • to differentiate their home on the market
 • to increase its value
 • to reduce its monthly operating cost
 • to improve its health.
 REALTORS will do it:
 • to become a go-to professional for homeowners
 • to attract green affiliates and other customers
 • to help homeowners realize a new R.O.I.
 • to help fight a fire under the market.
 It works because:
 • consumers want to go green, save money and add value.