

Upgrade your home green and see green again

FROM  
YOUR REALTOR™

**My Green  
Toolkit  
.COM**



**Want to reach out to 20,000  
REALTORS® in Missouri?**

**Want to reach out to their  
2,000,000 customers and contacts?**

**Daily, on our website and theirs.**

**Monthly, inside 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 again
- and 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 Building Performance Institute.

We also feature links to other energy efficiency resources, but energy assessments will be key to reducing 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:





**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. We will have no more than 12 sponsors.

\$600/quarter

**ADVERTISING**

200 pixel square ad posted on both MY PAYBACK and MY STARTING PLACE pages - same ad copy for both, with link to your website. We will have no more than 6 advertisers. \$300/quarter

**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 contact us with any questions.

**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 (earn your tax incentives immediately)
- Improve your home's value (and comfort)
- 20% ROI (5-year payback) for energy efficient improvements is typical

Your REALTOR presents the resource for low cost, low carbon living. For just a few hundred dollars, (\$400 to \$500 typically), a 10% investment allows you to take the steps you need to help save up to 30% or more on your utilities. And they even do many of the heavy lifting! Most energy efficient improvements are relatively inexpensive and do not involve working outdoors or installing walls. The goal is to qualify you to lower utility, energy, and tax expenses to help pay for it all. They will help you search the pros.

**Home Energy Audit is complimentary and requested.** Home energy audits are conducted by a professional energy auditor. The audit can take 1-2 hours and can cost \$100 to \$200. The audit can help you identify areas where you can save energy and money. The audit can also help you identify areas where you can save energy and money. The audit can also help you identify areas where you can save energy and money.

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**RESOURCE CENTER**

**My Green Toolkit .COM**

**Upgrade your home green and see green again**

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 issue this year of "going green." It's easy, inexpensive, it's totally 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, before you start work on greening your house? Learn about.

What are the steps to getting a home energy assessment AND qualify for the maximum amount of incentives from government? & utilities? 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 in the resulting savings and incentives, thank your local REALTOR who sent this to 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: cleaner, greener, less expensive to operate, a more valuable 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 leave 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 hold a line under the market

**It works because:**

- consumers want to go green, save money and add value

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**How can a homeowner differentiate their home on the market. What can add value, pay-back, confidence and comfort to their next home?**

## **My Green Toolkit.com shows homeowners how to make their home more energy efficient.**

www.My Green Toolkit.com hit the airwaves this past month, and it may be where you want to be. In a few months, you may be asked why you aren't.

This is a very different kind of consumer resource that comes with tens of thousands of helping hands — your neighborhood REALTOR. It is a web site supported by a monthly newsletter to drive traffic and pack seminars with real estate and home energy improvement professionals to spread the green. Real estate professionals are renewing their credentials by sharing this link with thousands of their customers.

The site features the “what and how” of greening your home to help create a return on investment and a healthier home environment for the consumer and home investor.

What is most unique is that thousands of neighborhood REALTORS will be spreading the word as part of their association's 2009 community green effort. Association members can forward the monthly “My Green Toolkit newsletter” to their customer universe, and they can also post a link to “Toolkit” from their own web sites, just as their association is doing.



Now, homeowners can be referred by trusted professionals to a site that helps explain the new, low cost state certified energy assessments available, and also, find out how the government helps pay for the green upgrades. The intention is to reduce thermal energy consumption by 30% or better, at a fairly low cost, rebated by tax and utility incentives.

Just as importantly, it can guide consumers to green builders, services and other helpful sites. The Toolkit link will show up on dozens of real estate websites, and we expect to have re-greened homes searchable on the MLS (multi-list)

this year. For more information on advertising or running a feature, contact [info@MyGreenToolkit.com](mailto:info@MyGreenToolkit.com)

The new state certified home energy assessments differentiates green homes — when updated, homes are fresher, greener, less expensive to

operate, a more valuable living environment, and studies shows they can return a higher value on the market with a quicker sale:

Energy improvements can deliver a up to a 20% ROI, starting today.