

Promoting and Modeling Environmental Responsibility Is a Core Value Here

At Golden Real Estate, we pride ourselves on being the only real estate company with value statements on our "For Sale" signs. Those value statements are reproduced on this page below our logo, but I realize the type is small and may be hard to read.

The first value statement speaks for itself: "Hometown Service Delivered With Integrity." You should be able to expect that from

any company seeking to represent you in a real estate transaction.

The second value statement, "Promoting and Modeling Environmental Responsibility," is not, however, something that you'd necessarily expect or require in a real estate professional. It is, however, something that is a core value for me and my wife, Rita.

Environmental consciousness is

not new to me. Take for example when I moved to Denver from New York City in 1991 and purchased a

Capitol Hill office building for my TV transcription company. Energy was not expensive back then, but I still made several "unnecessary" investments in making that building energy efficient — starting with replacing all common area lighting with fixtures that had compact fluorescent bulbs

— quite novel back then.

We also hired **About Saving Heat** to blow in cellulose insulation in the attic and insulate 28 fireplaces. I replaced a million-BTU cast-iron boiler with two high efficiency units, reducing the annual heating cost for that 17,000 square foot building to only \$12,000.

I remember getting media coverage for our installation of wall-to-

wall carpeting made from recycled pop bottles.

So, it should come as no surprise that when I became a Realtor in 2002 environmental values would find a way to express themselves.

Recycling has always been important to me personally. So, when I adopted the Mountain Ridge subdivision and bought my own moving truck, I made a practice of collecting polystyrene (a.k.a. Styrofoam) and cardboard after the Christmas holiday and taking them to recycling plants. Nowadays, Waste Management collects cardboard with other recyclables, and I accept polystyrene at our real estate office on South Golden Road. We have already transported a full truckload to a polystyrene plant near the Mousetrap.

I also accept packing peanuts of all kinds for re-use instead of recycling. (Please pick some up — we're overstocked!)

Also collected for re-use instead

of recycling are moving boxes. We even bought a storage shed to hold our collection of moving boxes which we offer free to our buyers and sellers. We also collect used packing paper and are presently overstocked with that, too.

The third "R" of environmental responsibility (in addition to recycling and reuse) is to reduce consumption, so it won't surprise you that Rita and I both drive high-mileage hybrids which we bought in 2005 and 2006.

Another "reduce" practice involved the installation of photovoltaic systems on both our Fairmount rental and the Golden Real Estate office. As a result, we have

reduced our energy costs at each location to just the cost of natural gas and the flat fee charged by Xcel Energy to be connected to the electrical grid.

At the Fairmount home, we also installed solar thermal panels for preheating hot water before it enters the hot water heater, reducing gas consumption.

Speaking of the Fairmount home, our tenant in that home was just released by the Colorado Rockies and it's now available again for rental. If you know anyone who would like to live in this fantastic home, have them visit its website at www.GoldenExecutiveRental.com. Thanks!

REAL ESTATE TODAY



By JIM SMITH, Realtor®

GOLDEN REAL ESTATE
Hometown Service, Delivered with Integrity
vs
Promoting and Modeling Environmental Responsibility

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