

National and State Realtor Associations Make the Environment a Priority Issue

Many people, I've found, assume that Realtors, especially the top producers, must be conservatives who resist social policies, tax increases and liberal agenda items in general. That might include denial of human-caused climate change and opposition to any mandates that interfere with "individual freedom" such as mask or vaccine mandates.

Well, I'm pleased to report that, at the association level, we're a pretty liberal bunch. Yes, I know a few Realtors who are hard-core Trumpers and live by the words of Tucker Carlson, but they're in the minority.

Those Realtors would not have been pleased when the president of the National Association of Realtors apologized about NAR's support of racist policies earlier in its 110-year history in his speech to the annual convention. Compare that to conservatives across the country wanting to ban books and classroom discussion about "critical race theory," intended to rally the conservative base to vote out liberals on local school boards and elsewhere.

Then I read in the May issue of *Colorado Realtor Magazine* about NAR's commitment to "ESG+R," which stands for Environmental, Social, Governance + Resilience.

As the article explains, **ESG** "is a set of standards for a company or practitioner's operations that investors (or consumers) use to screen potential investments. **Environmental criteria** measure how that com-

pany or practitioner perform as a steward of nature. **Social criteria** examine how it manages relationships with employees, suppliers, customers, and the communities where it operates. **Governance** refers to policies around leadership, executive pay, audits, internal controls, and shareholder rights. **In short, ESG evaluates if a company, organization, or practitioner is operating sustainably. Globally, sustainability is rated as an important purchase criterion for 60% of consumers.**"

The Realtor associations go beyond ESG to add **R** for **Resilience**, which is an aspect of sustainability.

Knowing Golden Real Estate's (and my personal) commitment to such issues, you can understand how pleased I was to read of NAR's commitment to the same values.

The fact that the Colorado Association of Realtors (CAR) featured this NAR initiative in their monthly magazine suggests that Colorado Realtors are, through their association, fully on board with this issue.

What follows are some excerpts from the article which spoke to me:

"Sustainability is the evolution of long-term value creation for people, planet, and the economy. If sustainability is the journey, then ESG is how we measure progress," said Ryan Frazier, CEO of Frazier Global, a Colorado-based management consulting and environmental, social, governance (ESG) advisory business.

"We must integrate a culture of sustainability throughout our associa-

tion and industry. By building a resilient real estate market today, we can create healthy, vibrant, and diverse communities for generations to come," said 2022 NAR President Leslie Rouda Smith.

"Leading by example, NAR is driving the real estate industry toward a more efficient and sustainable future," said NAR CEO Bob Goldberg. "As part of this responsibility, we are strengthening the association's support of sustainability efforts and increasing engagement on policies and programs that prioritize viability, resiliency, and adaptability. We are working to generate meaningful, lasting change that will benefit both current and future generations."

Millennials now make up 43% of homebuyers, the most of any generation, according to a 2021 report from the National Association of Realtors—and that number is only predicted to rise. And this generation has a reputation for being values-driven in their approach to their money and their careers. These choices drive where they choose to work, play, and buy a home. About one-third of millennials often or exclusively use investments that take ESG factors into account, compared with 19% of Gen Z, 16% of Gen X and 2% of baby boomers, according to a Harris Poll on behalf of CNBC, which surveyed 1,000 U.S. adults ages 30 to 40 on a variety of topics. The escalating importance of ESG doesn't just impact homebuyer sentiment. It will also matter to brokerage firms looking to hire the best and brightest agents. Companies that promote strong ESG values tend to

attract and retain the best talent.

The Purple Report on ESG and Real Estate [by NAR] had 703 respondents. 51% live in Colorado and own a home or want to own a home in Colorado and 49% live outside the state but expressed an interest in buying a home in the state.

KEY FINDINGS:

When asked, are you more likely or less likely to work with a Realtor who has a proficient level of knowledge and training on sustainability and sustainable housing practices when it comes to buying, selling, or investing in a home? 70% of respondents were somewhat or much more likely.

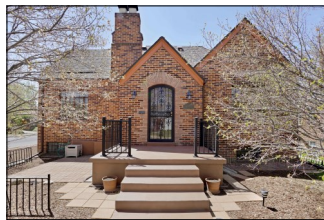
When asked, do you agree or disagree with the viewpoint that as the number of severe weather conditions, droughts, wildfires increase due in part to climate change, and with the potential risk to homes and commercial properties, Realtors need to be helping provide solutions that address climate change risks? 67% of respondents said they agree. The number jumped to 80% among those ages 18-24, and to 79% of those earning \$150,000 a year or more.

As the National Association of Realtors Code of Ethics preamble tells us, "Under all is the land." **Our planet is the one resource we all depend on, as will our heirs. The best time to care for it — and for them — is now.**

This Saturday 8am to 1pm Golden Real Estate and the Net Zero Store will have a booth at the Golden Farmers Market in downtown Golden. Come say hello!

Price Reduced on Stunning Denver Tudor

This brick Tudor at **1301 Glencoe Street** was built in 1939 by a neighborhood builder for his own family and it has many unique features. You have a rare opportunity to own this very special home since this is only the third time in 65 years that it has been offered for sale. (I know it well, since I lived two blocks from this house in the 1990s.) You'll love the vaulted ceiling in the living room and the beautiful main level hardwood floors. What sets this home apart from other Tudors in this area is its large size: 4,030 total square feet (3,526 finished). An extra large master suite with built-ins and private bath, 2 additional bedrooms and a 2nd full bath are on the first floor. Two more bedrooms, a full bath, a large family room and a huge workshop are on the lower level. Flexible room layouts allow for a home office (or two) or a hobby room. A detached garage is accessed from 13th Avenue. On a price-per-square-foot basis this home comps out well above \$1.1 million, but the seller chose to price it at **\$895,000** to sell quickly. The narrated video tour at www.MayfairHome.site is like a showing. There will be no open houses, so call your agent or **Jim Smith** at **303-525-1851** to see this fantastic home in person.



Electric Vehicle Roundup This Saturday

While the cost of gasoline and diesel has hit record highs, the cost of electricity for cars has dropped. Perhaps you've heard of the new Time of Use rates from Xcel Energy. Under that rate plan, you pay 10 cents per kilowatt-hour after 7pm and before 1pm and on weekends and holidays. If you opt out of that plan, you pay 14 cents per kWh at all times. The nice thing about EVs is that you can program any EV to start charging at 7pm even though you plug it in earlier. So maybe it's time to consider getting an electric car! You can meet the owners of more than a dozen makes and models of electric cars and trucks this Saturday, June 4th, from **3 to 6pm** in the parking lot of The Net Zero Store, **17695 S. Golden Rd.** This is during the monthly Super Cruise event. There will be electric bicycles to test ride.

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Jim Smith

Broker/Owner, 303-525-1851

Jim@GoldenRealEstate.com

1214 Washington Ave., Golden 80401

Broker Associates:

JIM SWANSON, 303-929-2727

CHUCK BROWN, 303-885-7855

DAVID DLUGASCH, 303-908-4835

TY SCRABLE, 720-281-6783

