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### **BUILDER Magazine's Special Sustainability Issue Reveals Why Home Builders Should Go Green**

*A radical shift toward green building may be home builders' saving grace, according to July's two-part issue on sustainability.*

Washington, D.C. August 2, 2008—A radical shift toward green building may be home builders' saving grace, according to [BUILDER's July two-part issue](#) on sustainability. The first part highlights the benefits green building holds for home builders, while the flip side explores the impact of development now and in the future.

While sustainability is ideal, sustainable building isn't always easy. In BUILDER's special report, "[The Greener Good](#)," sustainability experts offer home builders their ideas on land use, design, construction and marketing.

"Green builders not only have to consider how their homes are constructed and how efficiently they run, but also where these homes sit in proximity to shopping and recreation," said BUILDER Editor in Chief, Denise Dersin. "Sustainability really requires that home builders look at the bigger picture."

To make sustainability sell, home builders also must consider their marketing strategy. Not all consumers want to save the planet, but many enjoy the cost savings of energy-efficient features. "[The Greener Good](#)" illustrates how some home builders have marketed these and other green building incentives to great success.

What if home builders don't care about sustainability? BUILDER's flip side, "Road to Perdition?" makes a case for green building by taking a hard look at global conditions. After illustrating how traditional home builders contribute to the depletion of natural resources, high energy prices and a diminished environment, the article demonstrates how sustainable homes often sell faster and for higher premiums than traditional ones.

[BUILDER's Web site](#) continues its sustainable building coverage with slide shows of green building projects, a chart on vehicle emissions and an educational seminar on sustainability from the EPA. Home builders can also view free green building plans.

For breaking news, past issues of BUILDER magazine and other sustainable building features, visit [BuilderOnline.com](#).

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