

West Coast Green Early Adopter's Workshop Interview Questions

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7/31/08

1. What inspired or caused you to get involved in green building & how many years ago was that?

I became inspired & began practicing 15 years ago due to my family background and experiences traveling in Hawaii. I read the Way of the Peaceful Warrior and was influenced by people living close to the land in a sustainable way. I looked at traditional realtor practices & wanted to be involved bringing sustainable communities to market.

2. 2 or 3 examples of what do you do to keep you on your edge?

- Driving forward the company mission statement
- Creating the MLS checkbox for green building programs
- Looking for ways to drive the market place forward

3. What are the next steps for you to get to the next level?

Partnering with the right people; growing a small family business to a larger business with agents across the country; training real estate agents to be green agents; working with others with what they're best at.

4. What feelings come up for you when you think of these steps?

A lot of excitement. It all comes down to mission. I love being a positive force. Making an honest living doing something I stand behind makes my heart sore (sp?). Its such a great pleasure to work with like minded people.

5. What are a couple of success stories of bringing along your network to their next level?

- MLS listing for green building programs for Washington State
- Data research as to how homes value & time on the market is effected by their green building program certifications being listed
- Beginning a class series to train deep green realtors
- Developing & growing own business, Green works Real Estate
- Media attention PR work to bring attention to green homes across the country

6. If you were to describe your network as a metaphor that comes to mind...what would it be...?

A community tapestry with different strand thicknesses in a patchwork quilt of warm relationships.

7. Next steps in working with your network in helping & inspiring them to the next level

- Company & brand expansion
- Creating more training opportunities
- Making homes more green & creating more community lifestyle projects.

Which ones are you most drawn to?

All of them. Adding agents next. Growing company to further promote sustainable & community development. Developing a builder's service department. Helping first time buyers clarify the value proposition of green homes.

Resources you'd suggest

Ecobroker.com; Environmental certification programs, Built green, LEEDS, Energy Star. ALA Health House, Earth Advantage; Northwest Intentional Communities Assoc.; Northwest EcoBuilding Guild; Green professional Affiliations programs to strengthen networks & bring new leaders forward.

Anything else you'd like to tell me that I haven't asked

We're at the beginning of a long expansion of green homes. We have a massive risk right now that the movement can be co-opted by companies that don't share our values & seek to water down our goals for their own financial advantage.