

# **Global Legacy Realty, Silicon Valley's First 'Green' Real Estate Brokerage, Launches at West Coast Green 2008**

*Daniella Simon announces plans to launch Global Legacy Realty, Silicon Valley's first "green" real estate brokerage.*

San Jose, CA September 9, 2008 – Daniella Simon, Esq. has announced plans to launch Silicon Valley's first green real estate brokerage, Global Legacy Realty, on September 25-27, 2008 at West Coast Green 2008 at the San Jose Convention Center. Global Legacy Realty is a full-service real estate agency for both green and traditional properties.

Attorney Daniella Simon is a licensed California Real Estate Broker and is certified as an Eco-Broker. Ms. Simon handled real estate litigation for years, until learning about the significant and major implications of climate change. After learning that residential buildings are a significant contributor to greenhouse gas emissions, Ms. Simon decided to bridge her credentials with her passion for real estate to promote positive climate change. and to open Global Legacy Realty which is Silicon Valley's first green real estate brokerage which will serve communities in Santa Clara County, CA.

According to Ms. Simon, "What is different about Global Legacy Realty is that individual real estate transactions are not viewed as an isolated exchange between buyer and seller. Rather, each exchange provides a terrific opportunity to address climate change by using a portion of the transaction to promote green transformations to leave our children with a healthy and sustainable environmental legacy." While many homeowners are green-minded, they hesitate to green their properties because of a lack of knowledge and/or a lack of funds. Global Legacy Realty addresses both hesitations to going green.

Ms. Simon, a long-time Silicon Valley resident, is launching an innovative green real estate brokerage. While many new companies greenwash their products or services, Global Legacy is walking the talk by featuring "The Green 15". Global Legacy Realty will dedicate 15% of its net commissions to assist clients in either financing green features for their homes, or to invest in green securities (such as clean technologies) or to donate to environmental non-profits which address climate change.

The company's vision is to create a more sustainable community through promoting green building practices to support human and environmental health and vitality. As an eco-brokerage, Global Legacy Realty will provide clients with guidance and in-depth knowledge concerning residential sustainable energy, energy/resource efficiency design, features and products. Home energy audits will identify areas for improvement and replacement of wasteful systems and products. "The clear goal is to reduce residential

carbon emissions, conserve resources, save money and enjoy a more comfortable, healthier home.”

Global Legacy Realty will assist buyers by introducing energy audits on their future home to determine building flaws, energy-saving features and opportunities for improvement. Additionally, clients will receive information, resources and referrals to incorporate green features. “Unlike other real estate agents, Global Legacy’s services won’t end when escrow closes; instead, that’s when our clients will benefit from our green building know-how.”

For sellers, Global Legacy Realty will provide clients with information and guidance on how to increase the value of their home by adding green features. Simon points out that according to a 2007 National Association of Home Builders survey, 63% of buyers are motivated by lower operating and maintenance costs that come with energy and resource-efficient homes. (Environment News Service, March 2007).

Global Legacy Realty will participate in green business practices such as paperless real estate transactions, paperless communications, use of recycled and renewable paper products and marketing materials where needed; and support environmentally friendly suppliers and service providers, to name just a few.

Ms. Simon, a Realtor and Attorney, is a member of the National, California and Silicon Valley Association of Realtors; a member of the Association of Energy and Environmental Real Estate Professionals; and a member of the California State Bar. To learn more about Global Legacy Realty, visit [www.globallegacyrealty.com](http://www.globallegacyrealty.com). For more information, please contact Daniella Simon at 408.761.3631 or via email at [daniella@globallegacyrealty.com](mailto:daniella@globallegacyrealty.com).