

BROKERS WEEKLY

THE RESIDENTIAL MARKETPLACE

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FAVORITE THINGS

The green dream

By LINDA BARR O'FLANAGAN

In recognition of Earth Day, Brokers Weekly asked readers to write in with their favorite contribution to helping save the environment.

Turns out, New York City's home to plenty of eco-friendly brokers...

Susan Singer, senior vice president at **Corcoran**, is a qualified Eco-broker who tells us, "It's getting more difficult to find green properties to sell and the world of new development has come to a screeching halt.

"While I am actively selling two of the greenest buildings in the New York metro area — Riverhouse in Battery Park and 439 Metropolitan Avenue in Williamsburg — the best I can do is to encourage my sellers to think green when they spruce up their homes to sell. I tell them to use low VOC paint, replace existing appliances with Energy Star and things like that."

The board of Susan's own building, London Terrace Towers, has just approved hiring an energy efficiency consulting company to assess and correct building energy loss through a NYSER-TA program.

"Given that the complex is comprised of four 20-story buildings, we hope to reduce our waste and carbon footprint substantially," said Susan.

"On a personal note, I just swapped out my car lease so that, for the first time since getting my driver's license, I am enjoying the freedom of using Metro North to get out of town and other practical solutions to living footloose and muffer-free."

Philip Askeroth, an agent with **Platinum Properties**, is trying his best to avoid wasting plastic and paper.

"Small things, such as using glass plates indoors and not double bagging my supermarket purchases,



PHILIP ASKEROTH

hopefully makes the difference," he said.

Deanna Kory, a senior vice president at **The Corcoran Group** is expanding the vegetable garden she keeps at her



SUSAN SINGER

upstate home. "I'm composting and using mainly environmentally safe products," said Deanna, who has also made a point of talking more to her children about what they can do to be more eco-friendly.

"We all use fewer plastic containers etc and I am eating more organic foods as they are better for you and non-organic farmers use pesticides that harm the environment."

Deanna's biggest investment in a greener future will be her next car lease. She told us, "I have a car lease but when it is up, I'm seriously considering new fuel efficiency standards or hybrid."

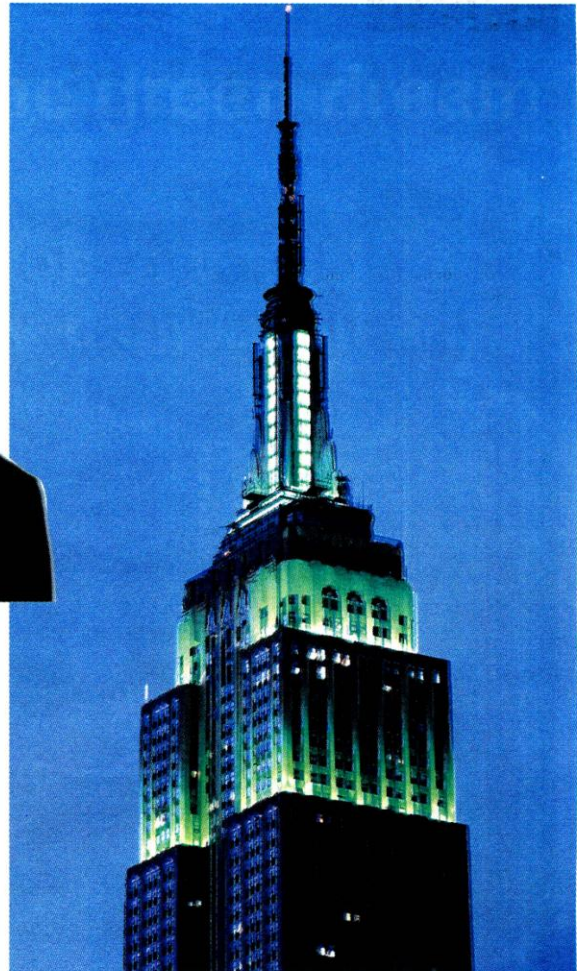
Rae Gilson, director of sales at **Classic Marketing**, oversees seven buildings across the city and Westchester. She said, "I make sure that I can be the most environmentally friendly that I can.

"I make sure that all of the recycling insignia for the city is posted in our buildings and included in our welcome packages and also I make sure that our owners and renters know how to recycle in our buildings. Additionally, our property managers use green cleaning supplies and recycled products.

"Personally, I compost at my home and I'm an avid gardener. All of our sales offices keep their banana peels in a bag so I can make compost and create my own soil!"

One hotel lends a helping hand to the environment through its vegetable oil donations. The upscale **Tarrytown House Estate and Conference Center** gives its used vegetable cooking oil to Westchester County, which converts it into fuel for county-owned vehicles and heat. In addition, the hotel has replaced 5,000 light bulbs with CFL energy efficient bulbs and its contracted limousine company, MTC Limousine, offsets 100% of its limo emissions through its business operations.

For **Joel Moss**, associate broker at **Warburg Realty Partnership**, less is more. He uses his



own cloth bags instead of plastic, he now uses coffee mugs instead of throw-away cups and cooks at home more to avoid the excessive packaging that comes with take-out food. Moss said, "Doing my part to protect the environment is always on my mind...All the little things we do add up and it does make a difference."

For **David Katherine Maron**, associate broker at **Century 21 NY Metro**, containing the use of containers is one

surefire way of helping out Mother Earth. "I use my own bags for groceries, reuse plastic containers again and again, and even wash plastic baggies for reuse... I take my own plastic container to the little Chinese restaurant where I buy hot and sour soup and only let them use one bag! I know there are other things I do — I lived in California for over 20 years and got into conservation habits because that is what Californians do."