



EMBARGOED FOR RELEASE UNTIL 9 APRIL 2010

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GREEN REAL ESTATE BROKER OFFERS EXTRA DOLLARS TO LIKE-MINDED BROKERS

West Deptford NJ. Green Paradigm Realty LLC, a Southern New Jersey real estate firm specializing in high performance buildings, announced an increased commission to cooperating brokers with the appropriate green credentials. Green Paradigm Realty's Broker of Record, Joseph Scarpa, LEED AP, GREEN, EcoBroker, threw down the gauntlet at Gloucester County's 9th Annual Bankers and Brokers Breakfast to his fellow REALTORS®.

Joe Scarpa said "virtually all the speakers here believe Gloucester County ready to attract businesses involved in green energy technologies." Scarpa noted that all the LEED certified buildings in Gloucester County are fully leased, e.g., the LogistiCenter® at Logan and the South Jersey Technology Park at Rowan University. Scarpa observed that PNC Bank has several LEED certified branches in Gloucester County and TD Bank and South Jersey Federal Credit Union are following suit.

Scarpa stated that not enough real estate brokers in Southern New Jersey are trained in what makes a property genuinely green and too few brokers hold professional credentials such as the LEED GA or LEED AP from the Green Building Certification Institute (GBCI) or the National Association of REALTORS'® (NAR's) Green Designation. "To get more projects and buildings built green, to attract green businesses, we have to be able to explain to clients why building green is economically feasible in addition to its environmental aspects, not to mention the increased wellbeing of the building occupants," said Scarpa.

A proclamation of sorts was presented by Green Paradigm Realty announcing the need for the extra incentive from the company and explaining the rules to earn the additional commission.

Basically, any licensed real estate agent who holds a green credential from GBCI or the National Association of REALTORS'® at the time they submit an offer on behalf of their clients on a property listed by Green Paradigm Realty will be given an extra half-percentage point of the sales/lease price. "Green Paradigm Realty already gives 50 percent of its commission to cooperating brokers; we just would like the other broker to do at least 50 percent of the work—and if they are not conversant in green building—they are not helping us sufficiently to complete the transaction," said Scarpa. The incentive could help pay for the requisite training courses.

The offer is good until the 4th of July 2012, which Scarpa likes to call "End Dependence Day."

Green Paradigm Realty's declaration is provided below (next page).

Listings can be viewed at <http://www.showcase.com/jscarpa@greenparadigmrealty.com>



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Whereas, it is the mission of the U.S. Green Building Council to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life;

Whereas, the Code of Ethics of the National Association of REALTORS[®] asserts the interests of the nation and its citizens require the preservation of a healthful environment, and that such interests impose grave social responsibility and a patriotic duty to which REALTORS[®] should dedicate themselves, and for which they should be diligent in preparing themselves;

Whereas, Green Paradigm Realty LLC is a member of the U.S. Green Building Council and the National Association of REALTORS[®];

Whereas, Green Paradigm Realty LLC is dedicated towards educating the public and building the market for green buildings, sustainable development and renewable energy technologies;

Whereas, the Founder of Green Paradigm Realty LLC, Joseph Scarpa, LEED AP, GREEN, EcoBroker, is professionally credentialed by the Green Building Certification Institute (under the auspices of the U.S. Green Building Council) and the Green REsource Council (under the auspices of the National Association of REALTORS[®]);

Whereas, Joseph Scarpa and other credentialed professionals are trained in understanding what makes a property green, helping clients evaluate the cost/benefits of green building features and practices, distinguishing between industry and third party rating and classification systems, listing and marketing green homes and buildings, discussing the financial grants and incentives available to property owners and potential property owners, and helping consumers and businesses see a property's green potential;

Whereas, Green Paradigm Realty LLC believes the market transformation towards a green economy will be substantively complete by the Year 2012 but needs stimulus until then;

Whereas, Green Paradigm Realty LLC is a fully cooperating and collaborative broker in the practice of real estate;

Therefore, Green Paradigm Realty LLC is offering an additional half percentage point (0.5%) in sales/lease commission beyond a 50/50 split to any licensed real estate agent of a cooperating broker representing the Buyer or Tenant, who at time of offer to purchase or lease a property listed by Green Paradigm Realty LLC, is a LEED Green Associate, LEED AP, or holds NAR's Green Designation. This offer of additional compensation is good thru 4 July 2012.

About the U.S. Green Building Council. The Washington, D.C.-based U.S. Green Building Council is committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings.

With a community comprising 78 local affiliates, including the Delaware Valley Green Building Council and the U.S. Green Building Council – New Jersey Chapter; more than 18,000 member companies and organizations (600 in New Jersey); and more than 140,000 LEED Professional Credential holders (3,000 in New Jersey); USGBC is the driving force of an industry that is projected to contribute \$554 billion to the U.S. gross domestic product from 2009-2013. USGBC leads a diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials and concerned citizens, and teachers and students.

Buildings in the United States are responsible for 39% of CO₂ emissions, 40% of energy consumption, 13% water consumption and 15% of GDP per year, making green building a source of significant economic and environmental opportunity. Greater building efficiency can meet 85% of future U.S. demand for energy, and a national commitment to green building has the potential to generate 2.5 million American jobs.

The U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) green building certification system is the foremost program for the design, construction and operation of high performance buildings. Over 35,000 projects are currently participating in the LEED system, comprising over 6.9 billion square feet of construction space in all 50 states and 114 countries.

By using less energy, LEED-certified buildings save money for families, businesses and taxpayers; reduce greenhouse gas emissions; and contribute to a healthier environment for residents, workers and the larger community.

For more information, visit www.usgbc.org.

National Association of REALTORS® Green REsource Council was founded to make the knowledge of green real estate practices available to everyone. We accomplish this by focusing our attention on real estate agents and property managers; the link to millions of consumers, tenants, developers, and building owners.

We award students who successfully complete the program requirements with NAR's Green Designation and membership to our council. Designed for residential, commercial and property management professionals, NAR's Green Designation addresses multiple specialties.

Green REsource Council members place themselves at the leading edge of green real estate, gaining access to member benefits including ongoing education, up-to-date green resources and professionally crafted marketing tools. We also work to promote NAR's Green Designation, building consumer and builder awareness and supporting green real estate advocacy.

For more information, visit www.GreenREsourceCouncil.org.