



News Release
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Green Your Home Offers Specialized Focus on Green Practices at Home

New book focuses on home for a healthy, money-smart and sustainable lifestyle

AUSTIN, TEXAS (November 15, 2011) — Keller Williams Realty, Inc. announced that it has published [*Green Your Home*](#), a book for green-conscious home buyers and homeowners. Serving as an easy guide to make the greenest impact, *Green Your Home* provides tips drawn from the collective experience of home buyers and homeowners, sustainability experts and thousands of top real estate professionals.

“*Green Your Home* is unique because it focuses on the grassroots level where we can make the greenest impact—at home,” said Gary Keller, co-founder and chairman of the board for Keller Williams Realty. “Since the housing and building industries account for nearly 40 percent of the world’s energy and raw material consumption—we realized that this is a smart place to begin. Greening our homes truly has the ability to change the world.”

Green Your Home delves into the tactics to start planting the seeds today for a more sustainable future tomorrow including a focus on:

- Laying the groundwork for a green adventure
- Determining green priorities
- Recharging air quality and interior living spaces
- Increasing a home’s power and performance
- Creating a sustainable, high-functioning yard

Keller added, “We aren’t seeing *green* in everything we do because of our mindset, habits and lifestyle. Each requires commitment and change. So with *Green Your Home*, our goal was to offer tips and action items that are realistic for *everyone*.”

In addition to launching *Green Your Home*, this year Keller Williams Realty set the new standard in the real estate industry by becoming the first franchise to implement an end-to-end business system that allows for a completely paperless real estate transaction (where allowed by law) in every one of its offices across the United States and Canada. The company estimates that it has collectively saved over \$6 million dollars in paper savings across the company with the system.

To celebrate its growing environmental initiatives, the company is holding “[Green Week](#)” through this Friday, offering green educational opportunities to its 80,000 associates through webinars and [blog posts](#) focused on green subject matter, as well as green tips to share with their sphere and opportunities to win free copies of *Green Your Home* on the [Green Your Home Facebook page](#).

Green Your Home is the second in a guide series, following *Your First Home*, a how-to guide to home ownership. For more information on *Green Your Home* or the series, visit www.kellerink.com or the company’s Facebook page for the book, www.facebook.com/GreenYourHome.

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About Keller Williams Realty, Inc.:

Keller Williams Realty Inc. is the second-largest real estate franchise operation in the United States, with 700 offices and more than 80,000 associates in the United States and Canada. The company has grown exponentially since the opening of the first Keller Williams Realty office in 1983, and continues to cultivate its agent-centric culture that emphasizes access to leading-edge education and promotes an economic model that rewards associates as stakeholders. The company also provides specialized agents in luxury homes and commercial real estate properties. For more information, or to search for homes for sale visit Keller Williams Realty online at (www.kw.com).