

# ECO FRIENDLY FEATURES



## ← HOW DO ECO-FEATURES IMPACT SALES? →

Rain catchment

↑ **+7.7%**

Energy efficient windows

↑ **+3.8%**

Ceiling fans

↑ **+2.1%**

Rain/freeze sensors

↑ **+1.8%**

Solar/wind

↓ **-0.3%**

Energy efficient doors

↓ **-1.6%**

Energy Star Appliances

↓ **-1.7%**

Mechanical fresh air

↓ **-3.9%**

Most house hunters tend to be more concerned with saving green than with being green, a study from the Appraisal Journal shows. The study, conducted at the University of Texas in San Antonio, found that while environmental concerns influence home buying decisions to an extent, most prospective buyers care more about features that will impact their bottom line.

SOURCE: Appraisal Journal



# JOHNSON & ASSOC.

FOCUS. SKILLS. ACTION. RESULTS.



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## The Difference Your Interest Rate Makes

You work hard for the money you spend on housing.

If you wanted to keep your mortgage payment under \$1,000 a month

INTEREST RATE (MAY)

MORTGAGE PAYMENT\*



12.91%

\$988.15



8.52%

\$988.71



3.80%

\$988.30

HERE'S THE PRICE OF THE HOME YOU COULD AFFORD

\$89,900

\$132,100

\$212,100

Interest Rates have come a long way in 30 years. Securing a mortgage now while rates are still low means you can get more house for your money. Even a small increase in rates drastically impacts your budget.



\*Mortgage Payment is Principal & Interest Only

Source: Freddie Mac

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