

Booming Green Building Market Continues to Grow

By [Jeanette Joy Fisher](#) ★

Make no mistake: the "green building" market is not only here to stay, but it's also the wave of the future. In just the next five years, the market for buildings that incorporate alternative energy and conservation techniques will increase some \$10-20 billion dollars. Yet the green building market only constituted about two percent of new construction in 2004. By 2010, that figure is expected to jump to 5-10 percent, which still represents only a tiny fraction of the immense potential of the green building market.

A recent survey showed that more than 70 percent of the architects, engineers, contractors and building owners interviewed expect a significant increase in their income from green building. Of those surveyed, some 60 percent of those industry professionals are now regularly including green techniques in their new construction projects.

Although they cost a bit more to construct, once the buildings are completed, they can save their occupants 8-9 percent in operating costs vs. conventional buildings, which can add up to significant savings over time. Recognizing the trend, builders, architects, and manufacturers are rushing to get in on the boom, which will ultimately bring down prices for consumers.

This is no longer just a few environmentally-minded homeowners placing solar collectors on their roofs to heat water. The boom is being driven by giant corporations like Ford, GM, and Adobe, companies that have incorporated green techniques into their buildings to improve their overall bottom line through increased energy savings. That trend proves that green buildings are no longer just a fad, and are definitely here to stay, because if companies can realize a quick return on their investment, they're also quick to jump on the green building bandwagon.

Green building isn't just the wave of the future. Green building is also the hottest "new" thing in current construction. There's an organization called the U.S. Green Building Council that actively promotes the usage of green building techniques. If you or your company are interested in incorporating green features in your next building project, you'll find lots of information at www.usgbc.org.

It all adds up to a win-win situation for everyone concerned. The building industry gets increased business, occupants save significant amounts of money, and the environment is impacted less and less. And the trend should only gain momentum as new technology makes green buildings even more efficient and less expensive.

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