

## **ENVIRO-TIPS**

### **Selling 'green' is big money these days**

This may sound more like a warning posted in the classified section than an Environmental Tip: don't believe everything you read (or are told). Nevertheless, the old adage rings true, especially in the context of all things "green," "eco-," "sustainable" and "environmental." Selling "green" is big money these days, which means that predatory, opportunistic, and yes, even unscrupulous and fraudulent business and sales folks are as thick as ticks on a Ridgefield deer. "Greenwashing" is generally considered the practice of false, misleading, or simply over-reaching marketing claims with respect to how environmentally-friendly a product or service is. The most concerning form of greenwashing is not the promotion of the new furnace that will allegedly heat your entire home for pennies and only emit perfume from your chimney (most of us are cautious enough to avoid that one). More likely, a homeowner trying to do right by the environment will want to implement a tried-and-true green technology, such as a geo-exchange heat pump. Is such a product right for the homeowner's location? What kind of performance will it get? What will the return on investment be? A good contractor will answer these questions truthfully – a bad one won't. Luckily, there are others out there that are interested in promoting green technologies and habits, and they aren't trying to sell you something. If you have questions regarding environmental issues or technologies or regarding steps you can take to be more environmentally conscious, please visit [www.racefortheearthearth.com](http://www.racefortheearthearth.com) or call 203-438-8613.

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