

Townsend Real Estate is a Certified Green Business!



Townsend Real Estate is the first real estate agency in Fayetteville to become certified in the Sustainable Sandhills Certified Green Business Program. Their efforts were lead by Jimmy Townsend and Kenneth Barefoot, both of whom believed in the program and worked hard to incorporate green practices throughout their business.

Townsend launched their Green Business initiative with their entire staff at a weekly brokers' meeting. The meeting focused on "Going Green" at home and in the workplace. Townsend started with its toughest challenge, eliminating Styrofoam and petroleum-based kitchenware from its office. The entire staff has embraced the use of washable mugs and kitchenware, while providing compostable, bio-based cups for occasional use by visitors and clients. Brokers who were previously using 2-4 Styrofoam cups a day are now using washable alternatives, nearly eliminating the generation of waste from the kitchen area.

Next, Townsend tackled its largest waste stream - white office paper. Townsend purchased Adobe Acrobat so that contracts can be reviewed and signed electronically. Previously, multiple copies of these 15-20 page documents were printed for all contracts, accounting for thousands of pages each year. Additional paper was saved by utilizing more electronic forms of communication and making double-sided copying a standard office practice. Not only does this reduce paper use and disposal, but it also saves money.

Townsend also renegotiated its waste contract with Waste Industries to include recycling – not only for Townsend, but for their entire office complex. By recycling, they were able to reduce the size and number of pick-ups of the garbage dumpster and recycle numerous items, including paper, cardboard, aluminum cans and plastic bottles.

A number of additional eco-friendly changes were made, from the purchasing of recycled-content white office paper and green cleaning products to posting



energy and water conservation signage throughout the office. The overall level of awareness amongst Townsend employees has increased and these practices are carrying over into their personal lives. Townsend now has a supply of reusable shopping bags that promote an environmentally friendly practice AND also serve as great advertising for Townsend.

Townsend Real Estate, is a local realty company founded by Jimmy Townsend in 1983. Townsend is renowned for thoughtful, committed service to anyone buying or selling property, regardless of size, location or price range. Townsend has approximately 40 agents, plus office staff – all dedicated to helping their customers. Townsend Real Estate is located at 580 Executive Place in Fayetteville. For more information, please visit <http://www.townsendrealestate.com>.

Congratulations to everyone at Townsend Real Estate and thank you for your success in becoming a Sustainable Sandhills Certified Green Business!

Green businesses reduce waste, promote recycling, become energy and water efficient, purchase eco-friendly products and educate their employees and customers about the multiple benefits of a sustainable community. For more information about how your business can become a SS Certified Green Business today, please contact one of our Green Business Coordinators:

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For more information on the SS Certified Green Business Program, [click here!](#)

