

## **Going Green While Buying Real Estate Investment Trusts**

As you are considering your next investment options, you may have a lot of things going through your mind as you decide what to buy.

First and foremost you know you want to put your money into real estate. You are confident about real estate and think that is the best place to allow your hard earned cash to grow.

You started your research into the real estate investing market by looking at stocks, bonds, mutual funds and the other investment options on Wall Street. If you are like a lot of people, now that the research is done, you are pretty focused on two categories - real estate investment trusts (REITs) and real estate mutual funds. REITs and real estate mutual funds are essentially portfolios that you can purchase into. By purchasing a share of a REIT, you are in fact purchasing shares of a number of different investments in the real estate arena.

But beyond just knowing you are purchasing into real estate interests, you may also want to know that you are purchasing ethically wise investments. For many people today, knowing what are environmentally friendly decisions to make is very important to them. So, how do you make sure your investments are environmentally sound?

### **Green Real Estate**

In recent years there has been a major push in the real estate market to go green and become more environmentally friendly. There are a number of ways this can go.

### **Sustainable Resources**

Some real estate companies are going green by trying to use as many sustainable resources as they can to construct and maintain their real estate ventures. When it comes to building real estate buildings there are a lot of materials that go into those buildings. Unfortunately, often in the past when resources were pulled from the environment they were not replenished, causing damage to the earth. But now many construction companies are focusing more on resources that are quickly and easily replaceable, such as bamboo.

By looking for REITs and real estate mutual funds that focus on using sustainable resources in their construction projects you can know you are going to be putting your money into investments that may not only be good for your bottom line, but also for the environment as a whole.

### **Power Saving**

Another way many companies are choosing to go green is by looking for ways to save on power and energy usage. the usage and waste of energy is a major problem in the world today, especially in developed nations. It seems that many people just take all that power for granted. They don't think about the fact that it is often based on fossil fuels that are not replenishble. By putting your money into REITs and real estate mutual funds that are power-wise you can do your part to support more responsible power usage.

When you are ready to make a purchase into green REITs, you need to go with a broker that knows this market. A company like REITBuyer.com is best. REITBuyer.com is the first and only online brokerage that specializes in REITs and real estate mutual funds.

This article was written by Earl E. Bird, spokes person for the REITbuyer.com, a site dedicated to educating Real Estate Investors on how to invest in Real Estate Mutual Funds to diversify their investing portfolio. Learn more at <http://associationamerican.blogspot.com/>