



## **ROYAL LEPAGE JOHNSTON & DANIEL DIVISION HELPS CLIENTS GO GREEN AND SAVE GREEN**

*Real estate leader takes action on energy waste and climate change*

**TORONTO, April 17, 2008** – Royal LePage Real Estate Services Limited Johnston & Daniel Division – a leader in real estate – today announced the launch of an exclusive partnership with EnWise Power Solutions to provide complimentary energy efficiency assessments and special savings on energy upgrades for their clients. By offering access to EnWise solutions, Johnston & Daniel is helping make their clients' houses stand out from the rest.

The goal of EnWise Power Solutions is to provide simple solutions which significantly reduce energy use and environmental impact, while increasing the comfort and affordability of a home. Various levels of government are also offering over \$10,000 in grants and rebates to encourage home owners to make energy efficiency choices and upgrades.

“We have made a conscious decision to arm our agents and clients with important information and services on energy efficiency and the environmental impact of operating a home,” said Dianne Usher, division vice president, Johnston & Daniel. “Our agents frequently offer the first line of information when it comes to providing buyers and sellers with environmental options. We feel it is important to promote this information, especially as climate change and air pollution continue to be issues central to every Canadian.”

Home residences in Ontario consume 30 per cent of all of Canada's energy and are responsible for almost 20 per cent of all greenhouse gas emissions. With energy prices rising, increasing energy efficiency in the home is not only good for the pocket book, but also good for the planet.

According to a recent Royal LePage survey issued in partnership with the National Association of Green Agents and Brokers, home buyers are willing to do their part for the environment. The Royal LePage Eco Home Survey found that:

- 88 per cent of Canadians want green qualities in their homes
- 72 per cent of Canadians indicated they are looking for green-improved properties in their next home purchase
- 62 per cent are willing to pay more (\$5000-\$20,000) for environmentally friendly home

“Operating our homes is the largest contribution individuals make to climate change, and simple steps can reduce these emissions by up to 50 per cent,” explained Phil Winters, chief sustainability officer of EnWise. “With this initiative, Royal LePage Johnston & Daniel has become the leader in “green” real estate. The result for their clients will be lower energy bills, a better quality home, a higher resale value, improved comfort, and a more environmentally friendly lifestyle that reduces greenhouse gas emissions.”

**About Johnston and Daniel:**

Royal LePage Real Estate Services Limited is the oldest and largest Canadian-owned full service real estate company in the country, and the Johnston & Daniel Division is their shining star. Johnston & Daniel was purchased by Royal LePage Ltd. in 1994 and is part of the national corporation but operates as a stand-alone, separate division. With their forces combined, the company has over 13,000 sales representatives strong with more than 600 offices from coast to coast. The company is a recognized brand and is the first choice in the mind of the consumer when it comes to real estate.

Our Johnston & Daniel Division office is located in Central Toronto, serves the Center Core, GTA as well as rural areas. Talented, knowledgeable and professional J&D Agents have been serving Toronto families for more than fifty years with client loyalty spanning generations, as well as all price ranges. Please visit [www.johnstonanddaniel.com](http://www.johnstonanddaniel.com)

**About EnWise Power Solutions:**

Privately owned EnWise Power Solutions was created to meet the need for greater home energy management efforts. EnWise is a triple bottom line company that combines profitability with sustainability and social responsibility. It is committed to fostering a culture of energy conservation by providing straightforward solutions – with a one-stop-shop approach – for homeowners to protect the environment, lower home energy bills and therefore save money, collect government administered energy saving rebates and improve the value, comfort and re-sale value of their home – all at the same time. For further information on EnWise Power Solutions, please visit: [www.enwisepower.com](http://www.enwisepower.com).

**For further information, please contact:**

Tiffany Fisher / Laura Hyde  
Mansfield Communications Inc., Phone: 416.599.0024