

Second Greenovative home sells in 7 days

By CATHY PALMER
CORRESPONDENT

In today's soggy real estate market, to sell a modest home within seven days of its listing is just short of miraculous. That's what Greenovative Homes just did — in seven days.

Larry Madrid isn't even sure how it happened.

But he's sure of one thing, the house's recent "green" remodeling that used a new insulation product Madrid and partner Paul White developed was a huge factor.

"We developed a new product that is easily installed in an existing home that will significantly lower the energy costs of this house, or any house we install our Green Star panels in," said Madrid.

The latest Greenovative home on Village Circle in Lakeland was a 1,681-square-foot foreclosure home just off Drane Field Road that Madrid and partner Paul White purchased with an eye to making it "green."

The three-bedroom, two-bath house, which sold for \$133,000, said Madrid, needed lots of cosmetic work.

"The kitchen had to be gutted; the master bathroom was a total re-do; all the carpets had to be replaced," he said. "But the Greenovative up-



Larry Madrid explains greenovative initiatives in the latest Greenovative home.

grades were the most important," he adds. "That included sealing all the walls, replacing the doors, converting the toilets to low-use flush, replacing all the ductwork, changing to all fluorescent bulbs. Added to the panels, those things are what makes it green."

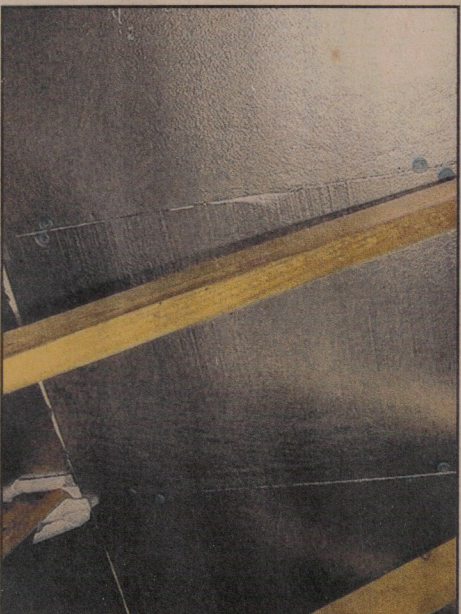
The new kitchen also has energy-saving appliances and recycled materials in the countertops. The same countertops also are used in both bathrooms.

"We feel these changes will



PHOTOS BY AL PALMER

The latest Greenovative Homes purchase and sale is a three-bedroom brick home at 3821 Village Circle, in Lakeland.



Green Star hyper insulation panels are installed in the attic.

cut the energy bills in half for a house this size," the engineer-homebuilder says.

"And with the cost of all

energy up, that can be a substantial savings to the homeowner."

According to Greenovative

Homes contractor/builder Mike Musick, installing the upgrades weren't difficult. "The panels are sized to fit directly in between the trusses in the attic and are just screwed into place, so they are easy and quick to install."

Madrid isn't new to the "green" scene. As a college student, he toured a passive solar home in Colorado and said he made himself a promise that he would try to use innovative green technology whenever it was feasible. He used that on his own Barrow office building before tackling houses.

This isn't Madrid's first green home. It's the second one Greenovative sold, with more coming. He said his Greenovative Homes company has made offers on four more foreclosed houses and is just waiting on their approval before they tackle more.

"It was and is so encouraging to see this house sell so quickly. Only seven days on the market and we had three offers." He said the house sold for \$130,000 after the \$30,000 in renovations were installed.

"We're looking forward to the next house," Madrid said. Who said it isn't easy being green?