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Contact Daniel Ochoa | WeSERV Director of Communications | communications@weserv.realtor

Going Green

Light Bulb Exchange at WeSERV Encourages Sustainability Measures

O The West and SouthEast REALTORS® of the Valley (WeSERV) will host a light bulb exchange on Monday, September 9, from 8 – 9:30 a.m., at our West Valley Chapter office, 9001 W Union Hills Dr, #8, Peoria, AZ 85382, to aid the public in replacing their CFL incandescent light bulbs with LED light bulbs.

"Increasing our community support efforts is essential to our association and our leaders," said Roger Nelson, CEO of WeSERV. "The light bulb exchange will further the association's mission in supporting our surrounding communities and increasing our sustainability efforts."

WeSERV plans to exchange up to 1,000 light bulbs that will not only help the community decrease CO2 emissions but simultaneously provide members of the community with greener electricity. The light bulb exchange is in conjunction with the WeSERV Sustainability Program, which aims to spread awareness of the importance of sustainability and savings for both the environment and the cost of our marketplace.

The light bulb exchange will decrease CO2 emissions by almost 40 tons annually and save nearly \$10,000 in electricity usage. The association will also take the appropriate safety measures to dispose of all the CFL incandescent light bulbs by working with a disposable recycling plant to ensure no contamination occurs.

"Making minor changes such as replacing your CFL incandescent light bulbs with LED light bulbs can go a long way in being more environmentally friendly and saving money on electricity," Nelson said.

In addition to the light bulb exchange, WeSERV will host two classes focusing on sustainability efforts and green homes. Both classes will be open to the public and for WeSERV members. The first-class topics will be geared toward seven principles of a healthy home. The second class will help attendees develop a comprehensive understanding of the critical importance of effectively communicating relevant information about Deed Fraud, Arizona Water, and Firewise practices with buyers, sellers, and clients. A light lunch will be provided after both classes.

"Participants will have a thorough understanding of the principles essential for maintaining a healthy home environment. They will be equipped with practical strategies to prevent common health hazards associated with the home, ensuring a safer and healthier living space, said Ali Al-Asady, instructor. "Real estate professionals hold a crucial role in educating the public and serving as the "source of the source" for essential information, especially when guiding clients through the selling or purchasing process. In today's market, consumers are increasingly aware of the importance of energy efficiency and how it directly relates to a healthy home. This heightened awareness makes it even more important for real estate professionals to be conscientious about sustainability."





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The West & SouthEast REALTORS® of the Valley, Inc. (WeSERV), established in 1946, is a member-driven, not-for-profit REALTOR® trade association that serves over 26,000 REALTORS® and affiliates throughout Cochise, Maricopa, Pinal, and Santa Cruz Counties. Association volunteers and the Member Services Team work together to deliver resources, services, and education with a vision to be One Premier Association and the mission to provide services that lead to member prosperity. WeSERV also advocates for members and works to protect the real estate industry. Find more information at www.weserv.realtor.

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Cochise County: 500 E. Fry Blvd., Suite L-1, Sierra Vista, AZ 85635 | 520.458.7802 | cochise.weserv.realtor
Pinal County: 1269 N. Promenade Pkwy., F-105, Casa Grande, AZ 85194 | 520.421.1222 | pinal.weserv.realtor
Santa Cruz County: 14 Esplendor Dr., Suite B, Rio Rico, AZ 85648 | 520.377.9613 | santacruz.weserv.realtor
Southeast Valley: 1733 E. Northrop Blvd., Chandler, AZ 85286 | 480.477.5882 | southeast.weserv.realtor
West Valley: 9001 W Union Hills Dr., #8, Peoria, AZ 85382 | 623.931.9294 | west.weserv.realtor