

LEADING THE WAY...

# IOWA REALTY IS GOING GREEN



## Bright Ideas

### Flipping the switch on incandescent bulbs

Compact Fluorescent Light Bulbs (CFLs) last longer than typical incandescent light bulbs, and use less energy. If every household in the U.S. replaced one light bulb with a CFL, it would prevent enough pollution to equal removing one million cars from the road.

## Iowa Realty is Upgrading and 'Going Green'

At Iowa Realty, in response to the growing concern for the environment, we have decided to take the first step in reducing the company's carbon footprint by replacing our 12-page bi-monthly tabloid with a 4-page flyer for 3 weeks out of every month. In addition, our flyer will continue to be printed on recycled paper.

According to statistics provided by the National Association of Realtors, 85% of the buying public search the World Wide Web prior to purchasing a property. Iowa Realty is committed to increasing our online presence to enhance our ever growing market. You can search our listings 24/7 at [www.iowarealty.com/iowacity](http://www.iowarealty.com/iowacity).

It is no longer just an issue of what kind of planet future generations will inherit. If the environment continues to degrade at its current pace, we will feel it in our lifetimes. As members of the Iowa City community, we continue to work to ensure that our environmental impact is responsible, thoughtful and minimal. Like you, we have a desire to live in a sustainable, renewable environment. In this way Iowa Realty serves you and the future.

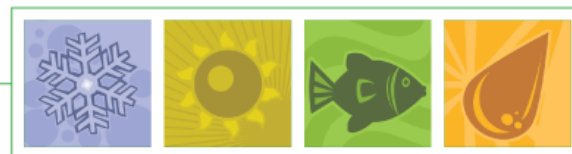
*Lou Ann*

**Lou Ann Lathrop**  
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## Contact Iowa Realty any question, any time

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## Measuring your Ecological Footprint

### Taking steps to a better future

Ever wondered how much "nature" your lifestyle requires? Now you can find out at [www.earthday.net/footprint](http://www.earthday.net/footprint). The Ecological Footprint Quiz estimates how much productive land and water you need to support what you use and what you discard, and compares your Ecological Footprint to what other people use and to what is available on this planet.

[WWW.IOWAREALTY.COM/IOWACITY](http://WWW.IOWAREALTY.COM/IOWACITY)

VISIT [WWW.IOWAREALTY.COM](http://WWW.IOWAREALTY.COM) TO VIEW OUR COMPLETE LISTING OF HOMES