

## **Celebrating Earth Month in Real Estate for Athletes : How sustainable homes can elevate athletic performance**

*Miami-Based Luxury Realtor [Ben Moss](#) chats Sustainability with Sustainable Design and 'Green Sports' expert, [Kristen Fulmer](#)*

Ben is one of Miami's most acclaimed realtors, specifically focused on finding and selling properties for some of Miami's top professional athletes. With a network of over 600 celebrity and athlete clients, he knows the ins and outs of what high-profile individuals are looking for in a Miami home.

Recently, Ben had a conversation with Kristen Fulmer, a Sustainable Design expert that creates spaces to support health and wellbeing. Sometimes it might feel like sustainability is at odds with luxury real estate, but Kristen shares design strategies that are better for the planet and better for people. These solutions are made for athletes who need homes that help them rest and recover.

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**Ben: Happy Earth Month! I'm excited to learn more about what my industry can do to take action for our planet. I've always wanted to learn more about sustainability in real estate, but sometimes I feel like there is no place for it in the luxury market. How can we change that?**

Kristen: Earth Month is the perfect time to think about the ways that sustainable design can work for people and for the planet!

Luxury gets a bad rap for being wasteful. But really, luxury is about carefree comfort and ease. Athletes have also mentioned to me that luxury is about stress-free restoration and recovery. Sustainable design isn't just about solar panels and recycling bins. Those things are important because they are good for the planet, but what's a planet without people? A sustainable home is one that provides a carefree comfortable environment that actively supports the occupants health and wellbeing.

**Ben: A lot of my popular homes come with deluxe waterfall showers, extravagant lighting and sound systems, and large kitchens with high-end appliances. To have a sustainable home, would those features need to be taken away?**

Kristen: Taking sustainable actions should not feel like a sacrifice. There are sustainable features that have the same effect as the amenities you described, but also support a healthier lifestyle and they happen to be better for the planet.

For example, there are beautiful automated lighting systems that mock the sun outside to align to the occupant's circadian rhythm and they turn off when no one is using them. They save energy, but they also support a better sleep cycle - like the night shift setting on your phone.

We don't want to take away those kitchen appliances - they have a lot of health benefits, including helping people eat nutritious home-cooked meals! But without the right air quality

monitors and responsive filtration systems, they could be poisoning the air. These additional amenities ensure that occupants are breathing healthy air, which is proven to help people sleep better and even to think more clearly.

There are many ways to make sure the energy that powers your home is coming from healthier sources too, including making a simple no/low-cost adjustment to shift your home's power to carbon-free energy. [Reach out to me for more information.](#)

**Ben: I always try to help my clients make wise long-term investments. Do you think sustainable design is just a trend?**

Kristen: The concept of a home that's good for people and the planet isn't going anywhere... If anything, it will become even more valuable as the changing climate - outdoor air pollution, extreme temperatures, and severe storms - force us inside more often. We'll want our homes to be our respite, helping us rest and recover comfortably. Considering the health and environmentally-friendly impacts of our homes now is one of the wisest future-looking investments you can make.

I will admit, some of the sustainable technologies and products can be trendy. It's a complicated, fast-growing industry, so there are a lot of companies trying to market their products as "green", "eco-friendly", or "all natural." It's not fair to expect a typical homebuyer to know what that means and it can get confusing pretty quickly. I recommend that buyers ask questions to better understand what those claims actually mean. There are some good ones and experts can help to find them!

I recommend that homebuyers, especially athletes, think about their homes as an untapped home field advantage - During a home stretch or the offseason, your home is another factor that can elevate performance. Consider air and lighting quality or acoustic and thermal comfort like you consider nutrition, exercise, and recovery. Choose a home that is better for you and for the planet - That's the ultimate luxury! [Here are some more design solutions](#) to consider.

**Ben: Thanks, Kristen - I'm learning that sustainability can be luxurious too! It sounds like there are many small factors that we can consider so that it doesn't get overwhelming.**

Kristen: Exactly - Sustainability shouldn't be a sacrifice and it doesn't have to be a huge investment! When it's done right, it's actually better for all. Please reach out to me with more questions. Happy Earth Month!

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Kristen Fulmer, is the Founder of [Recipric](#), a Front Office Sustainability Agency, that finds win-win sustainable solutions for sports teams, leagues, athletes, and sports brands. Please contact her at [kristen.fulmer@recipric.com](mailto:kristen.fulmer@recipric.com).