

EILEEN OLDROYD

By Mandy Ellis



FIGHTING FOR the planet and her fellow REALTORS', Eileen Oldroyd walks the walk while talking the talk when it comes to eco-friendly and professional real estate practices. The 2020 head of the Women's Council of REALTORS' California and NAR's 2020 Sustainability Advisory Committee chair built an award-winning real estate career all while driving her Veggie Mobile and earning the Green Designation and EverGreen Award. We caught up with Oldroyd to discuss green real estate's future, plans for the Women's Council and Sustainability Committee, her most environmentally friendly ventures and how she winds down from her jam-packed schedule.

As "Green Eileen," why are you strongly invested in green real estate?
There's a misunderstanding that housing and being good to the environment can't coexist. I want to prove you can coexist with nature. Having a green home is a healthy home ... if you're indoors 80-90 percent of the time, why not make it a healthful environment?

You've mentioned you're not a huge fan of solar panels for certain homes, but what are some important green or sustainable home features

REALTORS® should pay attention to? Does a home's value increase when it has eco-friendly features?

I see many homes built in the 1970s or 1950s that have huge arrays of solar panels. That's so expensive, it'll take a decade or two before they get a return on investment, and [by then the family] may not even be in that home. Instead if you insulate your attic, put a radiant barrier on your roof, weatherize, put in LED lights ... I'm a huge fan of all these things to first reduce your energy bill, then put solar on.

The number one drain on a home is an HVAC system; if an HVAC system is old, homeowners should consider upgrading. Next [priority] is efficient insulation, then a variable speed pump for the pool, meaning more than two speeds. And yes, studies have proven that if your home is energy efficient and lowers your electricity bill, that's valuable. If you have a certification stating the home has been retrofitted, then you have something more objective to give the buyer that says: "This is why this house is worth more."

Anything REALTORS® should know about

the future when it comes to eco-friendly and green practices?
What's the next new

REALTOR® value proposition? It's the health and wellness of homes and the people living there. This is where the green space is kicking in. You're teaching your homeowner how to be healthy in their home and having a healthy indoor environment; you get to be a kind of health coach.

You've been busy this year: 2020 head of the Women's Council of REALTORS® California and NAR's 2020 Sustainability Advisory Committee chair. What are some of the plans in the works for both those organizations?

I get to do both of my passions at the same time ... pretty freaking phenomenal! I love it. The Women's Council, we're like a bootcamp where we help people become leaders by understanding servant leadership. Allowing them to learn how to manage a team and how powerful servant leadership is when you're on the bottom and give everyone else the success.

We also want them to find their own leadership styles. What we need is diversity: not only in gender, age and ethnicity, but in leadership style. Because if we only see one type of leader in a top-level position, we may not think [that position is] right for us. But to see someone like you, you think, "Maybe I can do this, too," and that's a powerful thing the Women's Council offers.

The Sustainability Advisory Committee has taken a deep dive into educating members about resiliency and sustainability when it comes to homes and communities; that they can be designed for extreme weather events and that they can rebuild very quickly. We've also looked at retrofitted buildings and

BROKERAGE:
Oldroyd Realty

OFFICE LOCATION:
Mission Viejo

YEARS IN THE BUSINESS:
16

SPECIALTY:
Residential

BEST THING ABOUT THE JOB:
Dispelling the "used car salesman" myths about us, showing there's a different quality of professionalism.

TO SUCCEED, REALTORS® NEED TO:
Educate themselves, learn to lead and influence and be the voice of professionalism. Your behavior should elevate the industry, not perpetuate a poor reputation.

healthier indoor environments. The NAR building in Chicago just went through a major retrofit, and part of that was creating a healthier environment for those who work there. Telling that story of, "They, NAR is doing it and these are the benefits of it, so you as a local and state AE can do it, too." Plus, we want to bring on more Association executives to contribute to what [NAR is] trying to do with sustainability ... we are taking a very deep dive into educating our members and local Associations about resiliency and sustainability when it comes to homes and communities. We're working to loop in other committees, like insurance and commercial, to help us achieve the language of sustainability faster.

Who is Eileen, and what is she doing when she's not selling green real estate? Is your personal life as eco-friendly as your professional life?

[My husband and I] used to own a 1985 Mercedes Turbo Diesel and had a guy, ironically named Smokey, help us convert it to run on waste vegetable oil. That was a different approach, and it was me living the dream! We now have a wormery: We ordered 10,000 worms in the mail for our little ecosystem, and the wormery is where all our food waste goes. We also try to make our rescue dogs' food as much as possible, instead of buying it.

Basically, I want to be a good human, giving people compliments and trying to make somebody smile. Hiking fills my soul tank by being in nature, and I love being home: It's my little sanctuary. I love watching my husband play video games. I tell him where the enemies are, or how many bullets or how much life he has left. It's relaxing to me, and we laugh the entire time.

BIO: Eileen Oldroyd is a Green Designation REALTOR® and broker/owner at Oldroyd Realty in Mission Viejo. She's an EverGreen Award winner, NAR's 2020 Sustainability Advisory Committee chair and the 2020 president of the Women's Council of REALTORS® California.