

Greening Towards Sustainable Real Estate: Valuing Lipa City and Bauan Batangas Properties

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Abstract

This study examines the valuation of sustainable real estate in Lipa City and Bauan, Batangas, focusing on the perceived impact of eco-friendly practices on property value and marketability. Employing a descriptive-correlational design with thirty stakeholders, the research used surveys and statistical tools including correlation, ANOVA, and regression. Results indicate that while high upfront costs, limited supply, and certification challenges hinder adoption, stakeholders value green features for their long-term financial savings, enhanced living quality, and resilience against climate risks. Moreover, professional standards mandated by the Real Estate Service Act (RESA) were found to strengthen market trust in sustainable developments. The findings affirm that greening, despite its higher initial investment, offers economic, environmental, and social benefits, highlighting the need for incentives, stronger local capacity, and integrated policies to advance sustainable real estate in Philippine provincial markets.

Keywords: real estate service, eco-friendly, stakeholders, financial savings, provincial markets