A Dynamic Model of the Eco-housing Market

We build a model of the eco-housing market and present our findings. The model takes a static formulation of the market and generalizes it to include evolution in time, in order to examine how the existing market could change in response to various influences, such as a new product becoming available. Social interactions are the key to these changes, which involve several categories of people, some of whom are eager to adopt new trends and some of whom avoid them. Specifically of interest is how to push the market towards being more eco-oriented, in the most efficient way possible.