



Why Go for a Green Building Certification?

Certifying your property is easier than you think and will pay dividends for years to come — for your career and your company’s bottom line.

“We’re really proud of the team for working through and achieving the IREM® Certified Sustainable Property certification. Sustainability is a group effort and supportive owners and operators help drive Alliance’s sustainability success.”

~ Kelly Vickers, LEED Green Associate, GGP, Vice President, Corporate Social Responsibility, Alliance Residential, AMO®



“Working with IREM® on obtaining the IREM® Certified Sustainable Property certification has given our Energy Crossing property a chance to monumentalize their environmentally friendly practices. Lincoln Property Company strives to maintain sustainable business practices that reduce their building’s environmental impact while saving money and driving positive business results.”

~ Maria L. Flores, CPM®, Vice President, Property Management, Lincoln Property Co., AMO®

For more information go to www.irem.org/gogreen, or contact Todd Feist at tfeist@irem.org (312-329-6096)

WHY GO GREEN?

Sustainable, or “green,” real estate has the potential to offer financial benefits to tenants/residents, owners, and property managers as well as benefits for the environment, while demonstrating quality, responsible management.

FOR OWNERS AND PROPERTY MANAGERS:

- ▶ **Better Performance:** Positive impact on both property performance and resale value. 93% of CFOs believe that there is a direct link between sustainability programs and business performance. On average, a 100,000 square foot property spends \$125,000 on energy and \$33,000 on water annually. If this property saved 15% on energy and water costs, it would increase asset value by almost \$400,000.
- ▶ **Consumer Demand:** Tenant/resident acquisition and retention, with higher rental rates in some markets. 72% of Millennials are willing to pay more for products and services that come from companies that are committed to positive social and environmental impact. A recent NMHC/Kingsley Resident Preferences survey found that 73% of residents would pay an average of \$36.24 in additional rent to reside in a multifamily community with a sustainability certification, equating to almost \$110,000 in additional yearly income for a 250-unit property.
- ▶ **Lower Operating Costs:** Savings on utilities, water, maintenance, and other expenses. Multifamily property owners spend on average 9% of their rent receipts on energy.
- ▶ **Risk Mitigation:** Against environmental risks, supply shortages, and the growing legislative trend to curtail carbon emissions or require benchmarking/reporting.
- ▶ **Access to Investment Capital:** A growing interest in green buildings from investors and lending institutions. The total volume of sustainable investments nearly doubled from 2012 to 2014 — from \$3.5 trillion to \$6.6 trillion.
- ▶ **Brand Reputation and Publicity:** Fosters positive tenant/resident loyalty, generating brand value and improving a property’s image
- ▶ **Competitiveness:** A survey by MIT Sloan Management Review found that two-thirds of respondent companies believe sustainability was necessary to remain competitive in today’s market.

FOR TENANTS/RESIDENTS:

- ▶ Reduced expenses — lower utility, water, recycling, and medical expenses
- ▶ Improved occupant productivity and employee engagement
- ▶ Enhanced health and comfort
- ▶ Improved indoor air quality
- ▶ Quieter units
- ▶ Opportunity to help improve environment



FOUR BENEFITS OF HAVING A IREM® CERTIFIED SUSTAINABLE PROPERTY

“IREM® is proud to be leading the way in sustainability and energy efficiency in the built environment with our IREM® Certified Sustainable Property certification. Properties that earn this certification are demonstrating their commitment to green management – and not only doing good for the environment but also for their tenants.”

~ Donald B. Wilkerson, CPM®
2018 IREM® President,
Gatson & Wilkerson Management Group, AMO®

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1

A Foundation for Results

- ▶ Benchmarking and tracking of energy, water, and waste
- ▶ Tracking of sustainability's impact on property financials
- ▶ Policies and plans in place

Sets the bar continuous improvement and ensures compliance with regulations

2

Improved Marketability

- ▶ Affordable, achievable recognition of sustainability success
- ▶ Demonstration of quality, responsible management
- ▶ Improved brand reputation and positive publicity

Sustainability can set the property apart from the competition

3

Property Performance

- ▶ Average energy improvement of 7%
- ▶ Average water improvement of 2%
- ▶ Average waste diversion rate of 26%

Improvement targets of 5-20% — so that the property continues to achieve resource and cost savings

4

Tenant/Resident Benefits

- ▶ Lower costs — savings of \$375 to \$600 per year for multifamily residents; annual utility savings of \$675 per employee in commercial properties
- ▶ Healthy materials and products
- ▶ Opportunity for green living and working — increasingly in demand

The program encourages use of green certified equipment and products, recycling programs, and connection to the property

