



Perkins and Company
Real Estate Sustainability Series

PATHWAY TO A HIGH PERFORMANCE BUILDING

Alison Hopcroft and Brian Simmons, Fluid Market Strategies

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OVERVIEW

- What is a High Performance Building
- Achieving a High Performance Building
- Effects on the bottom line
- Recap on engaging tenants
- Summary of resources



WHAT IS HIGH PERFORMANCE BUILDING?

- Uses resources efficiently
- Provides increased happiness with tenants
- Reduces pollution
- Recognizes a positive return on investment



ACHIEVING A HIGH PERFORMANCE BUILDING

- Operations and Maintenance
- Green Leases
- Tenant Engagement



OPERATIONS AND MAINTENANCE

- HVAC Systems and Equipment
- Lighting
- Indoor Air Quality (IAQ) Systems and Equipment
- Cleaning Equipment and Products
- Materials
- Water Fixtures and Systems
- Waste Systems
- Landscape Maintenance



GREEN LEASES AND TENANT SATISFACTION

- Green leases
 - Engage
 - Promote
- Tenant engagement
 - Increase tenant satisfaction



THE BOTTOM LINE

- Reduce your costs
- Reduce tenant turnover
- Reduces risk
- Increase premium on your space
- Increase profit margin



EFFECTS ON THE BOTTOM LINE

- Are the tenants engaged?
- What about incentives?
- Cost cutting measures
- Where can margins be increased?



RECAP ON ENGAGING TENANTS “MARKETING”

- New Tenants
 - Press Releases
 - Events
 - Tenant Endorsements
- Existing Tenants
 - Exposure
 - Involvement



RESOURCES

- Local
- State
- Regional
- Federal