

GREEN BUILDING *for landlords*



TURNING GREEN TO GOLD*

- ▶ Green buildings typically command rents that are at market or 10 percent above market; lease-up rates can be as much as 20 percent above market average.
- ▶ Annual savings in operating costs as a result of sustainable building can translate into increases in your property's net present value.
- ▶ Green building construction costs can be offset by lower operating costs and potentially generate a higher rate on investment than conventional buildings.

- ▶ Sustainable buildings can realize, on average:
 - 30% energy savings
 - 35% carbon savings
 - 30-50% water use savings
 - 50-90% waste cost savings

www.colliersmn.com

*Sources: Environmental Protection Agency, Turner Construction Survey, 2004; Making the Business Case for High Performance Green Buildings, U.S. Green Building Council, Urban Land Institute; The Greening of Corporate America, McGraw-Hill; Green Building Costs and Financial Benefits, Massachusetts Technology Collaborative; New Buildings Institute.

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To be competitive in today's business market, many companies are looking to sustainable or green buildings to fulfill their real estate needs.

Colliers International is a global leader in providing knowledge to clients on high-performance buildings. Our Landlord Services professionals work with you to evaluate the benefits of owning and operating a green property.

Our experience shows that landlords who adopt sustainable building practices can realize increased building value, premium rents with shorter lease-up times, and reduced operating costs.

POTENTIAL BENEFITS OF SUSTAINABLE BUILDING

- ▶ Increased profits
- ▶ Lower vacancy rates
- ▶ Higher valuation
- ▶ Lower capitalization rates
- ▶ Optimized life cycle performance
- ▶ Attract higher quality tenants
- ▶ Save on utility and operating costs

Colliers can help you evaluate your property's green potential and determine which sustainable products and services could provide the greatest return on investment.

GET GREEN CERTIFIED

There are several standards for sustainability accreditation, but the most widely accepted is the LEED® (Leadership in Energy and Environmental Design) green building rating system. LEED standards are recognized by both the U.S. and Canada Green Building Councils.

LEED rankings vary by degree of performance, are applicable to both new construction and existing structures,

and apply to the building structure and systems and/or tenant improvements and commercial interiors.

FUTURE-PROOF YOUR PROPERTY

Sustainable design and management can drive higher occupancy and rental rates for green buildings relative to non-green buildings. Greening your property can add to its marketability and investment value.

Consider constructing or retro-fitting your buildings with sustainable products and technologies including zoned temperature and ventilation controls, relamping, automated lighting, daylighting features, modular office structures, low-VOC (volatile organic compounds) paint and recycled or sustainable building materials, as well as efficient energy, water and waste management systems. Many of these features now cost less than a 2 percent premium and can be recouped through significant utility and operating cost savings.

SHOW OFF YOUR ASSETS

More and more companies are realizing the benefits of green buildings. Bottom-line performance can be boosted by a healthier work environment that elevates productivity, reduced turnover, lower utility costs and improved brand image.

If you've taken steps to green your property, be sure to advertise this to potential tenants—it can be a competitive advantage, especially in a tight market. If applicable, promote your LEED certification or Energy Star status.

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Our Knowledge is your Property