



Marketing, Leasing, and Tenant Engagement Guidance for Your Energy-Efficient Building

Many tenants of sustainable office buildings report lower utility costs and improved employee health and comfort levels. These positive factors can lead to increased tenant retention and assist in attracting future tenants with similar needs and values. However, it can be challenging to effectively communicate the value of sustainable office spaces to prospective tenants if they are not already familiar with these benefits. Use these leasing and marketing guidelines to promote your efficient office building, attract new building tenants, and increase retention rates.

5 Guidelines for Leasing an Energy-Efficient Building

- 1. Know your building's ENERGY STAR® score and use it to demonstrate transparency, trust, and dedication to sustainable management.**

Track energy consumption using ENERGY STAR Portfolio Manager® to understand your building's current energy consumption patterns, where and how improvements could be made, and how a collaborative energy management plan with tenants can reduce their overall utility costs. Providing your tenants with ENERGY STAR scores indicates a clear, open commitment to sustainability as a key aspect of your management ethos.
- 2. Enhance tenant engagement by sharing ongoing best practices and standard energy efficiency operational procedures on a regular basis.**

Implement and maintain standard procedures and best practices and share them regularly with tenants to familiarize them with ongoing sustainability initiatives and how they can get involved. Ensuring that efficient performance standards can be consistently delivered and communicated to tenants demonstrates your commitment to energy efficiency and high-quality approach to overall property management, which can increase tenant attraction and retention rates.
- 3. Communicate your building's sustainable features to your broker.**

To communicate your building's advantages to potential tenants, your broker should be familiar with its specific efficiency features and be able to discuss how they set your building apart from others in the local real estate market. Be sure to provide your broker with guidance for tours and prepare them for tenant questions related to sustainability and energy efficiency.
- 4. Update your marketing materials to promote your building's energy-efficient features.**

Update your website and create brochures, flyers, or other materials to hand out to prospective (and current) tenants outlining your building's sustainable features and how they can positively impact tenants and their organizations:

 - Energy-efficient lighting, HVAC systems, and other appliances or features can reduce utility-related expenses.
 - Green work environments can improve employee comfort, productivity, and overall satisfaction.
 - Organizations that demonstrate commitments to sustainability can improve community relations and company recognition.
- 5. Ensure that your leasing teams are familiar with Green Leasing.**

Green leases are collaborative agreements between landlords and tenants that include clauses regarding sustainability management strategies and operations initiatives to be pursued by both parties. Building owners and brokers can use green leasing to work with tenants to develop a pathway for future sustainability efforts. For more information visit the Green Lease Library at www.greenleaselibrary.com.