



# MAKING THE BUSINESS CASE FOR GREEN BUILDING YOUR TOP 10 REASONS

For nearly two decades, the U.S. Green Building Council's members have been building the case for green buildings through your LEED® projects and your progress. As you've proved, the reasons green buildings are good for your business are too many to count. Here are the 10 most-cited reasons.

## Why Commercial Building OWNERS Choose Green

1

### Green buildings are a **COMPETITIVE DIFFERENTIATOR**

Green buildings with lower operating costs and better indoor environmental quality are more attractive to a growing group of corporate, public and individual buyers. Green features will increasingly enter into tenants' decisions about leasing space and into buyers' decisions about purchasing properties and homes.

4

### Green buildings are **COST-EFFECTIVE**

The cost per square foot for buildings seeking LEED certification falls into the existing range of costs for buildings not seeking LEED certification. An upfront investment of 2% in green building design, on average, results in life cycle savings of 20% of the total construction costs—more than 10 times the initial investment. Additionally, building sale prices for energy-efficient buildings are as much as 10% higher per square foot than conventional buildings.

2

### Green buildings help **MITIGATE RISK**

Green building certification can provide some measure of protection against future lawsuits through third-party verification of measures installed to protect indoor air quality, beyond just meeting code-required minimums. Faster permitting or special permit assistance can also be considered a type of risk mitigation. Another risk-management benefit of green buildings in the private sector is the faster sales and leasing of such buildings, compared with similar projects in the same town. Green buildings tend to be easier to rent and sell, because educated tenants increasingly understand their benefits.

5

### Green buildings can **INCREASE RENTAL RATES**

A 2008 CoStar Group study found that green buildings outperform their non-green peer assets in key areas such as occupancy, sale price and rental rates—sometimes by wide margins. According to the study, LEED-certified buildings command rent premiums of \$11.33 per square foot over their non-LEED peers and have 4.1 percent higher occupancy.

3

### Green buildings **ATTRACT TENANTS**

Today's savvy tenants understand and are looking for the benefits that green building spaces have to offer. The new Class A office space is green; lease-up rates for green buildings typically range from average to 20 percent above average.

## Why Commercial Building **TENANTS** Choose Green



# 1

### Green buildings mean **HAPPIER EMPLOYEES AND OCCUPANTS**

Green buildings are designed to have healthier, cleaner indoor environments, which mean health benefits for occupants. Green buildings are also demonstrating improved recruitment and retention rates and increased productivity benefits for employers.

# 2

### Green buildings reap **PUBLIC RELATIONS AND COMMUNITY BENEFITS**

Being a good neighbor is good not just for building users, but for the larger community. Green buildings fit right in with this message. Adobe Systems, Inc., a major software maker, announced in 2006 that it had received three LEED for Existing Buildings Platinum certifications for its headquarters towers; not only did it spur great publicity, but the firm showed that it had garnered a net present value return of almost 20-to-1 on its initial investment.

# 5

### Green buildings **SAVE ENERGY**

Reducing energy consumption has gone from being a "good idea" to a business necessity. It's not just that energy conservation has a positive life-cycle cost impact, but also that it offers a direct reduction in an organization's carbon footprint.

# 3

### Green buildings can have **LOWER OPERATING COSTS**

Green buildings typically cost less to operate and maintain. There are also tax benefits and incentives available for green buildings and green building strategies.

# 4

### Green buildings provide **IMMEDIATE AND MEASURABLE RESULTS**

Benchmarking energy and water use is a critical tactic that is saving companies millions of dollars, year over year, simply by reducing costs through saved energy, water and other resources.

### WHAT ARE YOUR REASONS?

Share them with us at [businesscase@usgbc.org](mailto:businesscase@usgbc.org)



Find testimonials, facts and statistics to help you make the case for green buildings!  
[usgbc.org/businesscase](http://usgbc.org/businesscase)

"Sweeping efforts to **reduce the carbon footprints** of buildings, which emit three-quarters of most cities' greenhouse gases, can measurably **benefit the environment**. This is the **biggest economic opportunity** that our country has had to mobilize and democratize economic opportunity since World War II." —**FORMER PRESIDENT BILL CLINTON**