

The Investment Value of Green

» By Arely Castellón - SparkleTeam

“Green” is healthy.

Healthy for the tenants and visitors of buildings. Healthy for property management professionals. Healthy for investors. Following are some interesting facts associated with “green” practices:

- There are several dozen public and private green building funds worldwide that are incorporating green buildings and energy-efficient buildings and other principles of sustainability into their property selections for their portfolios.
- Rents for green offices average 2% higher than rents for comparable buildings nearby, according to a study done at the University of California, Berkeley.
- At present, the advantages of being green appear to be less about a premium, and more about offering a wider pool of buyers, according to the Jamestown Properties, a German commercial real estate investment companies that is converting all US based properties to “green.” They’re simply attracting more tenants.
- Institutional investors, including pension funds and insurance companies, prefer modern technology and green technology is viewed as the most progressive.

Conversion can be gradual, thereby reducing associated expenses. However, there are areas that can be addressed to increase value at a minimal cost for existing buildings, providing easy to implement “green” alternatives, which include:

- Low-flow water fixtures reduce energy and water usage.
- Carpooling programs and designated parking encourage the practice.
- Energy-efficient lighting reduces usage and cost, and many conversions break-even in the first year, favorably impacting budgets.
- Recycling of paper, cardboard, plastic and glass can actually generate a revenue stream, instead of garbage expense. Single stream alternatives are available for those that prefer to have the recycling company separate the items.
- Replacing cleaning chemicals with environmentally friendly alternatives that are concentrated reduce storage and transportation costs.
- Indoor air quality improves with the use of HEPA filter vacuums to capture dust, bacteria, and allergens.



All the above contribute to the environmental movement, which is sustainability. Short term, payback is quick. The long-term implications are positive for the bottom line, while offering a secondary benefit, which is the environment. At SparkleTeam, we like to “practice what we preach,” and we’re happy to spread the word.

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