

# Improve profits and retention with **green building certification.**

## **GREEN BUILDING CERTIFICATION DELIVERS MANY BUSINESS BENEFITS BEYOND ENERGY SAVINGS.**

Obviously, it earns credit in the community for being a good citizen, but studies have shown more tangible benefits as well.

In 2014, McGraw Hill partnered with the AIA, CBRE, USGBC, United Technologies and a host of other organizations on 'The Drive Toward Healthier Buildings.' They surveyed architects, contractors, owners and medical practitioners about the benefits of certified green buildings and had some pretty impressive findings:

- 47 percent saw healthcare cost reductions (1 percent to 5 percent)
- 56 percent reported reduced absenteeism
- 91 percent of building human resources executives reported increased productivity

The trend is also obvious specifically for apartment complexes, where a 2008 CoStar study found that energy-efficient apartment complexes have up to 4.1 percent higher occupancy rates for ENERGY STAR® and LEED-certified properties. On top of that, those buildings are able to charge up to 30 percent higher rents, while also giving the property a green image.

The Green Building Council's Leadership in Energy and Environmental Design (LEED) certification program rewards points for reduced energy consumption under its Energy & Atmosphere (EA) category.

Reducing the consumption of natural gas through initiatives like National Grid's Direct Install Program can help achieve LEED certification.

In fact, a facility can earn up to 20 points from reducing energy costs or source energy. That could take a considerable chunk out of the 40 points required for LEEDv4 certification.

**Find out how you can take advantage of energy saving programs like Direct Install.  
Contact your account manager, call 1-877-343-0023, or email [efficiency@nationalgrid.com](mailto:efficiency@nationalgrid.com).**