



Selling Up: The Resell Benefits of Green Improvements

Ask any commercial real estate agent, and they'll tell you. Environmentally friendly properties sell for an awful lot more than traditional properties. It makes perfect sense. Whether a building was constructed from the ground up using all the latest technologies to limit its carbon emissions, or whether it was retrofitted piece by painstaking piece over the course of years to include everything from tankless water heaters to automatic shutoff bathroom faucets, "going green" is far from cheap. But most people view it as an important investment to saving money in the long run – and selling property that you've already upgraded to meet maximum sustainability standards could be a very profitable move.

The High Rate of Investment Return

Eco friendly buildings are popular for reasons that may surprise you. Often, the decision to go green isn't made as the result of people's desire to be altruistic, but of a company's desire to cut back significantly on energy expenditures. Therefore it makes all the sense in the world to make property upgrades that will both increase its value on the resell market, and save you money on overhead costs in the meantime. Here are some of the most popular environmentally conscious upgrades that you can make to your property.

Upgrade all bathroom fixtures to include low-flush (or dry) toilets, automatic shutoff faucets, and automatic electric hand driers.

Invest in sensors that will automatically turn off lights when a room is not in use, or install timers that will ensure all lights are off during non-productive hours.

Install only energy efficient water heater and furnace technology, and if your building is situated in a geographical location that sees a lot of sun throughout the majority of the year, consider solar technology.

Putting the "Umph" Back in Your Workforce

It's true that these days, with so many people becoming environmentally conscious, taking steps to upgrade your commercial property for maximum sustainability could have the effect of boosting morale among employees. In a world where individuals often feel powerless to do much about pollution and carbon emissions, letting your workforce know that you share their concerns is important. Many companies have even adopted "Earth first" policies that get employees directly involved in efforts such as recycling supplies and eliminating energy waste by turning off lights. But did you ever stop to think that having a healthier environment in the workplace could also increase overall productivity? It's been proven that promoting an oxygen-rich environment through upgraded, environmentally friendly ventilation systems can actually have the effect of increasing the collective health of your employee base -- thus positively impacting your bottom line.



Investing dollars to upgrade your commercial property is a smart business decision, especially if you're considering selling it at a profit further down the line. Having a ready-made eco-friendly building is a selling point that could put your property on a number of short lists, and may be the very thing that seals a real estate agreement. But in order to ensure that the building's sustainability quotient is brought heavily into focus as a major selling point, it may be necessary to work with a commercial real estate agent that can convey the building's increased value to potential buyers. For this reason, working with [a commercial real estate broker](#) who can more easily target and gather potential buyers is strongly recommended.

ABOUT THE AUTHOR

Cardinal Real Estate Partners

Cardinal Real Estate Partners are brokers and consultants that think differently. Determined to be an advocate on behalf of clients, the firm has carved out a new niche of professionals in the commercial real estate industry. It has deliberately set itself apart from commercial brokers by offering clients three distinct differences that make it, in essence, the “anti-broker.”

Cardinal employs **educated professionals** who can deliver a level of expertise that traditional brokers do not. The principals have years of institutional real estate experience and are part of a team of skilled consultants—i.e., lawyers, architects, project managers, and engineers that are passionate about the skills they bring to the transaction.

Cardinal has designed **four proprietary processes** and numerous knowledge products for buying, selling, leasing, or acquiring/disposing of public assets. Each process outlines the best path to meeting your goals, with a detailed analysis of your specific needs, a customized strategy, extensive due diligence, and marketplace analysis.

For sellers: **The Comprehensive Asset Sale™**
For buyers: **The Real Estate Capital Investment Review™**
For tenants: **The Strategic Tenant Advocate™**
For public assets: **The Public Asset Maximization Process™**

Cardinal has set in place **accountability** at a level previously unheard of in the broker industry. With each client, Cardinal determines and agrees upon a series of Key Performance Indicators (KPIs) for measuring the success of your deal. After the closing, Cardinal reviews the outcome and level of your satisfaction, then bases its compensation on the extent to which it achieved your goals.

There is a better way to broker.

For more information, contact:
John Culbertson
Cardinal Real Estate Partners, LLC
200 South Tryon Street, Suite 850 • Charlotte, NC 28202
tel: 704-953-5500
jculbertson@cardinal-partners.com
www.cardinal-partners.com

Better Way To Broker™ is a registered trademark of Cardinal Partners

