

## WHY LEED CERTIFICATION MATTERS TO YOUR BOTTOM LINE



The U.S. Green Building Council's (USGBC) LEED® green building certification program is the world's foremost instrument for the design, construction, operations and maintenance of green buildings. For better buildings, accountability makes a difference. Through a carefully managed, independent, third-party verification system, LEED affirms the integrity of green building commitments by ensuring project teams are delivering on design plans and goals. Third-party validation helps guarantee that each project saves energy, water and other resources, reducing the overall environmental impact. No cutting corners.

### PROVEN PERFORMANCE

LEED certification is verified through Green Business Certification Inc. (GBCI), an independent third party that holds participants accountable to meet clearly defined goals that optimize building performance. LEED guides projects to save money, conserve energy, reduce water consumption and drive innovation. Through a rigorous, documented process that relies on performance and measurement, LEED rewards and validates best-in-class building strategies and practices.

### INVESTING IN LEED IS GOOD BUSINESS

LEED-certified buildings cost less to operate, on average reducing energy and water bills by as much as 40 percent. Using LEED to increase the efficiency of buildings frees up valuable resources that can be used to create new jobs, attract and retain top talent, or to expand operations.

LEED-certified buildings are advantageous to owners. Studies show that buildings that employ LEED have higher occupancy rates, lower tenant turn-over, and lease more quickly and for more dollars per square foot than non LEED-certified buildings. There are also incentives like tax rebates and density bonuses, as well as utility programs, available to many LEED-certified buildings.

### LEED BUILDINGS ARE BETTER FOR THE ENVIRONMENT AND FOR OCCUPANTS

LEED-certified buildings typically use fewer resources and consume less energy and water than conventional buildings. LEED rewards buildings that take important strides to reduce impacts across multiple areas, including: building site management, materials used, water and energy consumption, transportation options, occupant health and comfort, and more.

### HOW LEED'S BRAND HELPS BUSINESSES GET WHAT THEY PAY FOR

- **Assurance:** Third-party certification means transparency. Approximately 4.5 billion square feet of space has been certified using LEED, with over 1.8 million square feet certifying every day across more than 150 countries and territories globally. Careful validation ensures that LEED projects are among the most efficient, high-performing buildings throughout the world.
- **Performance:** The LEED: Building Operations & Maintenance rating system focuses on performance. More than 65 percent of all possible LEED points in this system focus on tangible outcomes and benchmarks for optimal operations and improvements that can be measured so that buildings continue to save energy, water, and money year after year.
- **Unrivaled Visibility:** LEED is recognized as the premier mark of achievement for green building leadership across the U.S. and around the globe. The unmatched set of tools, resources, and marketing potential has helped steadily grow the demand for LEED around the world.
- **Excellent Customer Service:** Users can overcome any obstacle with the help of regular interaction with project reviewers, an award-winning customer service team, and subject matter experts from USGBC and GBCI.

*"LEED's certification process and associated building operating procedures have proven to lower our building's energy use. This directly translates into a reduction in operating costs and a building's bottom line. Undergoing the certification process is one way owners can increase the value of their projects while doing the right thing."*

- Allan Skodowski  
Chief Sustainability Officer, Transwestern

Behind LEED is a substantial infrastructure developed by leaders in the industry to support project teams as they innovate and create high-performance buildings, homes and neighborhoods. USGBC invests more than \$30 million a year to maintain, operate and improve LEED and its customer delivery. For more information on LEED and how to get started, visit [www.usgbc.org/leed](http://www.usgbc.org/leed).