**Smart Leasing: Conversations about Energy Efficiency**

Smart Leasing refers to any activity that better aligns the interests of tenants and landlords to achieve high performance, healthy, and energy-efficient buildings.

Smart Leasing encourages all stakeholders in the leasing process to have conversations about energy efficiency, sustainability, and building performance during the pre-lease and site selection process, lease negotiation and build-out, and occupancy and operations.

**Grow Client Base**

Brokers that build expertise in smart leasing practices are uniquely positioned to grow their client base and assist their clients in capitalizing on leasing cost-efficient space that meets the growing demand for healthy, high performing buildings and aligns with clients’ sustainability goals.

**Smart Leasing steps for Brokers**

- Attend trainings or other educational events and review resources to be able to articulate the value of energy efficiency to clients.
- Share information and resources with tenants that explains how leasing energy-efficient space can improve employee productivity and retention while reducing utility costs.
- Share information with landlords or property owners that explains how leasing energy-efficient space can improve market value through reduced operating expenses and increase tenant retention.
- Align site selection processes with landlord and tenant sustainability goals and interests to overcome the split incentive.

**Resources to learn more:**

- Better Bricks:
  1. [Leverage Leasing Practices to Reduce Energy and Utility Costs](#)
  2. [Selling Efficient Spaces: Brokers Bring Green into the Equation](#)
- Department of Energy’s Better Buildings:
  1. [The Business Case for High-Performance Buildings](#)
- Institute for Market Transformation
  1. [Deep Retrofit Value (DRV) Green Leasing Tool](#)
  2. [The Business Case for High-Performance Buildings](#)
- Penn Institute for Urban Research: [Educating Commercial Real Estate Brokers on Green Leasing/Energy Efficiency](#)