



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](#)
- National Resource Defense Council (NRDC): [Energy Efficiency Lease Guidance](#)
- Penn Institute for Urban Research: [Educating Commercial Real Estate Brokers on Green Leasing/Energy Efficiency](#)