

WHY DO A DEEP RETROFIT?

THE CASE FOR RETROFITTING
EXISTING BUILDINGS, PROFITABLY



“The Empire State Building [retrofit] project, with its 40% energy savings, had a 3 year payback period. It would be bad business not to do this.”

—Tony Malkin
President of Malkin Securities,
Owner of the Empire State Building



“Green buildings are clearly achieving higher rents and higher occupancy, they have lower operating costs, and they’re achieving higher sale prices.”

—Andrew Florance
President and CEO of CoStar Group



75% of the U.S. building stock is likely to be ripe for a retrofit



OVERCOMING THE CHALLENGE OF OUR TIME



A “deep energy retrofit” is a process that may result in at least 50% energy cost savings with attractive financial returns.



WHY IS A "DEEP" RETROFIT DIFFERENT?



4 PILLARS TO THE DEEP RETROFIT PROCESS:

1. Right-Timing:

Piggybacking on planned capital improvements and breaks in occupancy

2. Integrated Team:

Applying integrative design principles to tunnel through the cost barrier

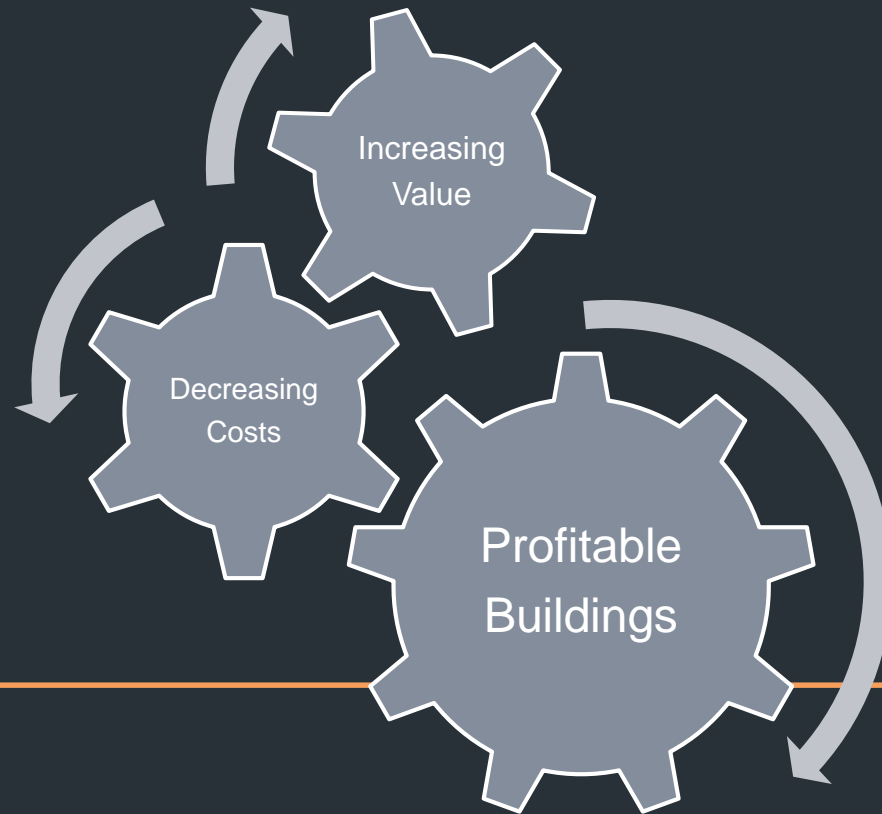
3. Robust Analysis:

Using advanced energy modeling, auditing, and life cycle cost analysis methods

4. Measurement & Verification:

Ongoing metering and commissioning to verify savings and for continuous improvement.

PROFITABILITY: INVESTING IN YOUR BUSINESS



Increased

Building Value
Tenant/Occupant
Satisfaction
Building Performance
Marketing/PR Value
Lease Rates
Indoor Environmental
Quality



Decreased

Cost of Occupancy

Resource Use

Vacancy/Churn Costs

Operating Costs

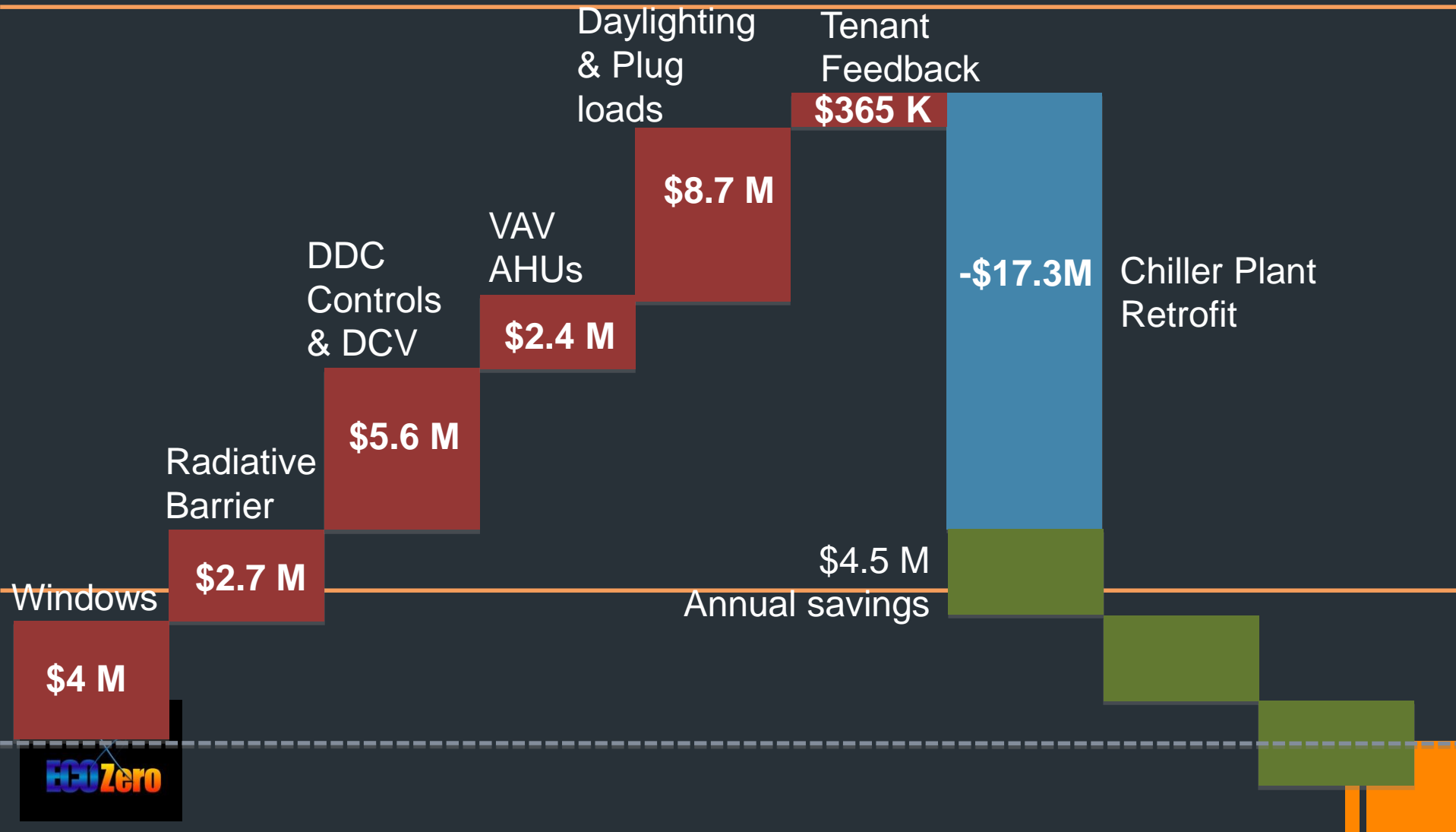


PROVEN SUCCESS: EMPIRE STATE BUILDING

- 38% reduction in energy use
- 8 measures implemented
- 3 year simple payback
- Envelope improvements and reduced internal loads allowed for a **smaller** cooling system



TUNNELING THROUGH THE COST BARRIER



Strategies for Deep Energy Retrofits

- New mindset for old problems
- Right design steps in the right order
- Tunnel through the cost barrier
- Create competitive advantage



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