



CEE Commercial Buildings Workshop
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Getting the Attention of Owners & Managers – the Real Estate Industry Perspective

BOMA International



Who Am I?

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USAA Real Estate Company

Chairman Elect,


BOMA International

BOMA International



Who Is BOMA?

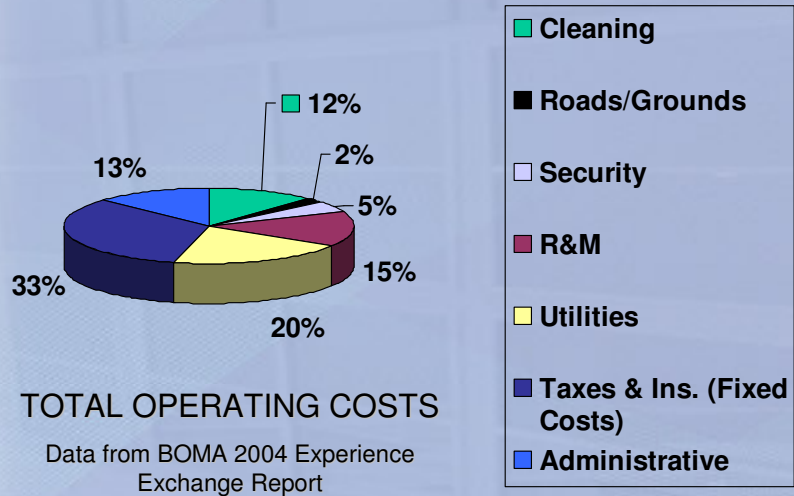
- 90+ local associations
- 19,000 individuals
- Over 9 billion square feet of office
- BOMA's four goal areas are:
 - Advocacy
 - Education
 - Research & Standards
 - Inclusive Membership & Networking



BOMA is a Leader in Pursuit of Greater Energy Efficiency

- BOMA Energy Policy since 2001
- Joined EPA in ENERGY STAR® Challenge
- Annual Earth Award
- Green Buildings Pavilion
- Energy focus at North American Real Estate Congress in June 2006
- **BOMA Energy Efficiency Program (BEEP)**

Why is Energy So Important?



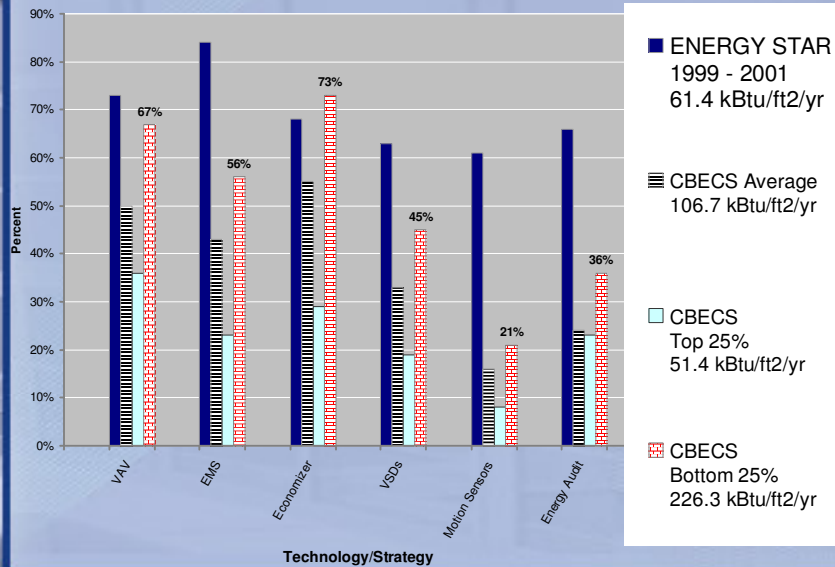
Barriers to Greater Energy Efficiency

1. Why should the owner invest in energy improvements when the tenants are paying the utility bills?
2. Why should a tenant invest in energy efficiency upgrades to a property that it does not own?

It gets even more confusing,

- ❖ Utility costs paid by owners and passed thru to tenants
- ❖ Various methods of cost recovery
- ❖ Energy paid directly by tenants
- ❖ Building operators, managers, and occupants influence energy performance
- ❖ Multiple stakeholders and financial decision makers
- ❖ Lack of capital for improvements

Technology Doesn't Always Equal Performance



BOMA Energy Efficiency Program (BEEP)


- Developed in partnership with ENERGY STAR®
- BEEP objective:
 - ✓ Educate CRE industry about reducing energy use and expenses with no- and low-cost solutions






BEEP Offers Solutions and Resources

- Intended audiences: property owners, managers, and operators
- Education, tools, and case studies to demonstrate how to:
 - ✓ Identify and implement easy, no- and low-cost ways to improve energy performance
 - ✓ Present compelling financial returns to clients for energy efficiency projects
 - ✓ Improve tenant comfort and satisfaction, extend the life cycle of equipment, and increase operational control



BEEP Offers Solutions and Resources (cont)


- Online and in-person training
- Web portal of resources
- Six-course curriculum – 2 hours each
 - ✓ Introduction to Energy Performance
 - ✓ How to Benchmark Energy Performance - Using EPA's Energy Performance Rating System
 - ✓ Energy-Efficient Audit Concepts and Economic Benefits
 - ✓ Low-Cost Operational Adjustments to Improve Energy Performance and Reduce Costs
 - ✓ Valuing Energy Enhancement Projects and Financial Returns
 - ✓ Building an Energy Performance Awareness Program



Success to Date

BOMA is playing a key role in transforming the CRE market

- Over 5,000 attendees to BEEP classes
- Live trainings at BOMA North American Real Estate Congress and IFMA World Workplace
- Tremendous interest in various groups in partnering



Future Program Features

- Customized technical and management support
- BOMA master account will aggregate member successes
- Recognition for achievements

BEEP Sponsors and Partners



Trammell Crow Company

- ⌘ Federal Agencies
- ⌘ Regional Programs
- ⌘ Utilities



Why Should Program Sponsors Team with BOMA?

- BEEP is the best path to credibly and efficiently reach a tough market segment
- Since BEEP trains people and companies on how to incorporate changes into their business processes, so improvements are sustained and grow over time
- Sponsors can promote other programs during BEEP trainings
- Market impact is measurable and meaningful





[www.boma.org/
aboutboma/beep](http://www.boma.org/aboutboma/beep)