11 Strategic Opportunities to Embed Sustainability in Real Estate Transactions

How to increase value by embedding sustainability into asset transactions.

**STEP 1**
Acquisition due diligence

- Look at actual energy expenses, not estimates
  - Expand the due diligence/property condition assessment to include key sustainability factors

**STEP 2**
Financing the deal

- Include big-ticket items in project financing
  - Leverage sustainability-specific financing tools

**STEP 3**
Hold period

- Upgrade the building systems in the right order, and as soon as possible
  - Attract tenants at a premium by featuring sustainability and health in leasing activities
    - Leverage leases to align costs and benefits for landlord and tenant
    - Guide the tenant fit-out process to maximize building performance

**STEP 4**
Preparing for disposition

- Market your building to buyers who will pay a premium for sustainability
  - Find a qualified appraiser, and use valuation guidance for sustainable buildings
  - Make any remaining big investments a year before disposition in order to capture value in the sales price