

IREM® Certified Sustainable Property Certification Overview



Sustainability is good management.



www.irem.org/gogreen

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OVERVIEW OF THE CERTIFICATION

Why Did IREM® Develop this Certification?

1000s of existing office, multifamily, and retail properties in the U.S. are working toward sustainability goals but cannot get LEED certification. It's just too far out of reach and does not make financial sense. Now those properties can access a meaningful but achievable recognition program that is cost-effective and does not require hiring a consultant.

How Did IREM® Develop the Certification, Considering the Needs and Challenges of Real Estate Managers?

Using our research on real estate management, and consulting with a team of experts in sustainability and property management, we developed certification requirements based on the opportunities and challenges sustainability presents for meeting and exceeding an owner's investment goals. We based several Baseline Requirements around management functions, including financial operations, client relations, and marketing & leasing. Tenants and residents increasingly associate environmental performance with quality, so the certification presents a prime opportunity to demonstrate the value of exceptional real estate management.

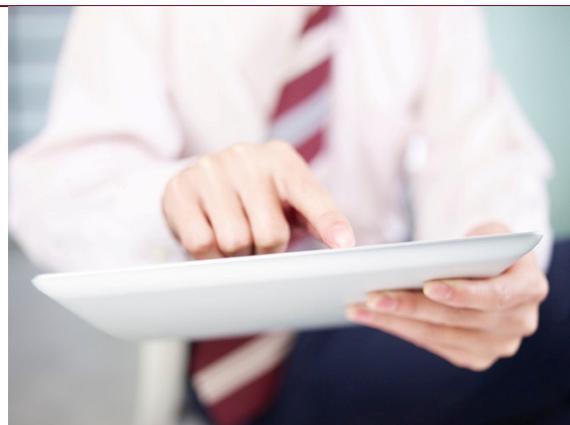
How Can I Involve My Staff?

Almost all requirements can be met using in-house resources. IREM provides certification "Workbooks" that include guidance, checklists, templates, and questionnaires for each requirement.

Because of these Workbooks, the certification process is an excellent training program for property staff. The program aligns with IREM's long tradition of providing the industry with education to meet the demands of changing real estate markets.

Does the Certification Recognize Past Accomplishments, or Encourage New Levels of Performance?

Both. The certification recognizes past action—you are able to claim credit going back 3 years for improvements such as energy and water use reductions—and encourages additional efforts to bring properties to new levels of sustainability.



For more information on the IREM® Certified Sustainable Property Program, go to irem.org/gogreen.

WHAT ARE THE BENEFITS OF CERTIFYING MY PROPERTY?

- Get meaningful recognition when LEED is out of reach
- Demonstrate quality, responsible management
- Attract tenants and residents as they increasingly demand green space
- Train your staff on sustainability and resource efficiency
- Market your sustainability success
- Work toward even greater cost savings, marketing and leasing benefits, enhanced risk management, and asset value—the positive results of sustainability

WHAT PROPERTY TYPES DOES IREM[®] CERTIFY?

- Office Properties
- Multifamily Communities
- Shopping Centers

IS MY PROPERTY ELIGIBLE?

Properties with the following characteristics are eligible for certification.

Office Properties

- At least 25,000 square feet
- At least 18 months since substantial completion or repositioning
- At least 75% occupied
- Smoke-free property
- In compliance with all environmental laws
- Commitment to respond to an annual IREM[®] survey on sustainability

Multifamily Communities

- At least 50 units
- At least 18 months since substantial completion or repositioning
- At least 75% occupied
- Smoke-free interior common areas
- In compliance with all environmental laws
- Commitment to respond to an annual IREM[®] survey on sustainability

Shopping Centers

- At least 25,000 square feet
- At least 18 months since substantial completion or repositioning
- At least 75% occupied
- Smoke-free interior common areas
- In compliance with all environmental laws
- Commitment to respond to an annual IREM[®] survey on sustainability



For specific requirements and category activities for each property type, download the **Checklists & Workbooks.**

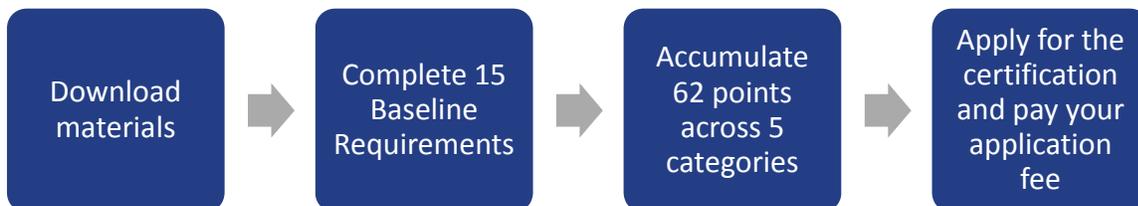
WHAT ABOUT MIXED-USE PROPERTIES?

For mixed-use properties, choose the property type that represents more than 50% of the property by square footage.

WHAT IS THE CERTIFICATION PROCESS?

1. Download the certification materials.
2. Complete 15 Baseline Requirements. Every property must complete these requirements in order to be certified.
3. Accumulate 62 total points across the 5 sustainability categories. You must also earn at least 2 points in each category. The categories are:
 - a. Energy
 - b. Water
 - c. Health
 - d. Recycling
 - e. Purchasing
4. Apply for the certification. You will pay your certification fee at this time.

IREM will contact you when we receive your application.



WHAT MATERIALS DO I NEED TO COMPLETE THE CERTIFICATION PROCESS?

Go to www.irem.org/gogreen and download the following materials.

- Checklist
- Workbook
- Document List
- Application Form

Use these materials to certify your property. You will return completed forms with your application.

WHAT FORMS AND DOCUMENTS DO I NEED TO SUBMIT WITH MY APPLICATION?

To apply for the certification, you must submit the following items:

1. Completed and signed Checklist for the property type (Office Property, Multifamily Community, or Shopping Center)
2. Any completed Workbook forms used to qualify for requirements or points
3. Any alternative documentation from the Document List used to qualify for requirements or points
4. Completed Application Form
5. Application fee (check, credit card information, or request to be invoiced)

HOW LONG WILL IT TAKE ME TO COMPLETE THE CERTIFICATION PROCESS AND APPLICATION?

Different properties are at different stages in their sustainability initiatives, so the length of time necessary to complete requirements, earn points, and apply for the certification will vary greatly.

IREM estimates that gathering the necessary documentation, completing forms from the Workbook, and completing the Checklist should take about **6 to 12 hours total**. You may have to spend additional time to earn points that require property performance improvements.

Properties with other sustainability certifications for existing properties are able to claim all of the Category Activity Points in certain cases, expediting the certification process. See the Checklists for more information.

Please feel free to share your certification story, including how long the process took, by emailing sustainability@irem.org. You could even be featured in an IREM® case study!

HOW MUCH IS THE APPLICATION FEE?

\$400 IREM® Member/\$800 Regular

In order to receive the Member price, the property manager must be an IREM® Member or the management company or operator must be an AMO® firm.

Application Fee: \$400 IREM® Member*/\$800 Regular

*Property manager must be an IREM® Member or management company must be an AMO® firm

WHERE DO I SEND MY APPLICATION FORM AND MATERIALS?

You can submit your Application Form and certification materials in one of 2 ways:

1. Email the form and materials to sustainability@irem.org
2. Mail the form and materials to:

Attn: Sustainability
IREM
430 N. Michigan Ave, 5th Floor
Chicago, IL 60611

IREM will send a confirmation email once we receive your application. If you do not receive your confirmation email within 48 hours, email sustainability@irem.org or call 800-837-0706 x6096.

HOW LONG WILL IT TAKE FOR IREM[®] TO REVIEW MY APPLICATION?

Review takes 3-5 weeks. We will contact you for any clarifications required during the review process.

HOW CAN I MARKET MY CERTIFICATION?

Certified properties can market the certification by:

- Displaying an official certificate
- Placing the certification logo on the property website, letterhead, and other materials
- Ordering an award plaque through IREM's vendor
- Coordinating on a press release with IREM
- Participating in case studies, webinars, *JPM*[®] articles, and other knowledge sharing activities



One version of the IREM[®] Certified Sustainable Property award plaque, made with aluminum and etched glass.

You can work with IREM's vendor to customize a size and shape for your property. Price of the plaque will vary according to size and materials used.



Transwestern property manager David Bryant, CPM[®], with the certificate for his IREM[®] Certified Sustainable Property in Dallas.

HOW LONG IS THE CERTIFICATION GOOD FOR? WHEN DO I HAVE TO RECERTIFY MY PROPERTY?

The certification is good for 3 years. You have an entire calendar year to submit a recertification application for your property. For example, if you certify your property in November 2015, you will have to apply for recertification by December 31, 2018.

WHAT IF I HAVE MORE QUESTIONS ABOUT THE CERTIFICATION?

Go to www.irem.org/gogreen. You may also email sustainability@irem.org or call 800-837-0706 x6096 with any questions.

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IREM encourages diversity. We welcome individuals of all races, genders, creeds, ages, sexual orientations, gender identities, national origins, and individuals with disabilities. Our organization strives to provide an equal opportunity environment among its members, vendors, and staff.



IREM Headquarters
430 North Michigan Avenue
Chicago, IL 60611-4090
www.irem.org

Phone (800) 837-0706
(312) 329-6000
Fax (800) 338-4736
E-mail custserv@irem.org