



A Practical Guide to ENERGY STAR excellence



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With ENERGY STAR, real estate portfolios save energy, cut costs, and increase profits

First things first: what is ENERGY STAR?

ENERGY STAR for commercial buildings is a partnership between the EPA and Department of Energy that helps businesses save by adopting practices that lead to superior energy efficiency. ENERGY STAR's online measuring and tracking tool, Portfolio Manager, lets building owners benchmark and manage the energy, water, and waste consumption of any property. The online tool can be used to establish the baseline performance of a single building or an entire portfolio of buildings.

Portfolio Manager's benchmarking and scoring delivers the information and tools that organizations need to put energy-efficient solutions and best practices into place, while an ENERGY STAR certification demonstrates an organization's leadership and commitment to reducing energy and greenhouse gas emissions. Both new and existing buildings can be tracked and evaluated by Portfolio Manager and are able to apply for ENERGY STAR certifications once their efficiency level is high enough to achieve the required score of 75.



ENERGY STAR Score



ENERGY STAR's Portfolio Manager assigns buildings a score between 1 and 100, comparing building performance among peers, between national averages, and across years. A score of 50 represents the median of energy performance; a score of 75 or above indicates that the building is a top performer and makes the building eligible to apply for ENERGY STAR certification.

75+

ENERGY STAR Certification

After achieving an ENERGY STAR score of 75 or higher, a building becomes eligible to apply for ENERGY STAR certification. Whether required or voluntary, achieving an ENERGY STAR certification recognizes and celebrates a building's commitment to reducing energy use and greenhouse gas emissions.



Consider this...

- ✓ “Commercial and industrial buildings account for **nearly half** of all energy consumption in the US, and **up to 30%** of that is wasted through inefficiencies”, the EPA says.
- ✓ According to the EPA, commercial buildings that regularly benchmark their energy performance with Portfolio Manager cut their energy bills by **7% over three years**. For a 500,000 square foot office building, that's a cumulative cost **savings of \$120,000** and an increase in asset value of **over \$1 million**.
- ✓ On average, ENERGY STAR-certified buildings use **35% less energy** and contribute **35% fewer** greenhouse gas emissions than similar buildings.
- ✓ In 2015 alone, ENERGY STAR-certified buildings **saved \$1.7 billion**, or an average of **more than \$250,000 per building**.
- ✓ Since 1999, **more than 25,000** buildings have earned ENERGY STAR certifications.

ENERGY STAR Best Practices

Portfolio-Level Strategies: A Higher View

Optimizing your strategy for ENERGY STAR is a hefty process, especially if you're planning on portfolio-wide implementation; there are a number of factors to take into account. Below are some areas that you should focus on as you enact your strategy to boost your ENERGY STAR performance.



Automate and validate data across your portfolio

Whether a building is already extremely efficient and simply needs to prove it, or needs to make significant strides in its sustainability initiatives, working with an expert ENERGY STAR partner streamlines certification and enhances your building's performance. Capture, validate, and automate data into Portfolio Manager and save your team time and resources required for this labor-intensive project.



Identify and replicate successful strategies

The ability to view, benchmark, and compare the performances of all properties across your entire portfolio will help highlight the strategies, practices, and equipment utilized in the top performing buildings. Once uncovered, these insights will simplify the identification of areas for improvement in the rest of your portfolio, and allow you to implement these new operational strategies, utility reducing measures, and cost-saving practices.



Portfolio-Level Strategies: A Higher View



Be diligent in your reporting

Building profiles should be as accurate and fully-reflective of true building operations as possible. Implementing consistent terminology and accounting practices, installing efficient equipment, changing consumption habits, and accurately reporting data all help to level the ENERGY STAR playing field.



Market your efforts

While cost savings and utility reductions are key goals of these strategies, another large opportunity that you shouldn't overlook is the marketability of sustainability implementation in your portfolio. Investors, tenants, and talent are increasingly demanding transparency of companies' sustainability performance, and there is a large shift in the industry toward interest and investment in companies with an ESG strategy. If you're not providing that visibility into the changes and enhancements you're making in your portfolio, you could be missing out on a large opportunity for brand awareness.



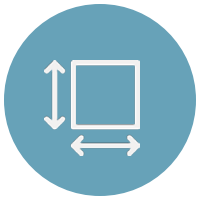
Look beyond ENERGY STAR

Much of the utility reporting and benchmark requirements in the ENERGY STAR submission process tracks the same data used in other sustainability reporting programs, such as GRESB (Global Real Estate Sustainability Benchmark) and CDP (Carbon Disclosure Project). With the data already collected and compiled through whatever tool you choose to utilize, it requires a lot less work to track and collect the rest of the data that will make you eligible for additional certifications, strengthening your position as an industry leader in ESG reporting.

“Behavioral changes can be the real legacy of the ENERGY STAR program.”

Property-Level Strategies: Individual Implementation

Including your property-level teams in the identified initiatives will greatly contribute to a successful strategy implementation and keep every level of your organization engaged. It may be tricky or time-consuming, but when a few additional points may be all that's necessary to be eligible for certification, the extra accounting certainly seems to be worth the required time and effort.



Report each property's square footage accurately

Rentable Square Footage (RSF) is the most commonly used building metric from a property management perspective, but the EPA and other certification programs focus on Gross Square Footage (GSF), which is inclusive of stairwells, mechanical sections, and storage areas. This inclusion often adds approximately 5-15% additional space to the RSF of a building.



Sync building temperature with occupancy

Syncing the heating and cooling cycle of a building with the typical occupancy on an average day is an easy way to avoid wasteful energy consumption and curb unnecessary utility costs. Optimizing a building's readiness for the latest acceptable time in the morning and the earliest acceptable time in the evening for tenants will increase energy and cost savings.



Optimize your lighting

Install motion sensors in areas that must consume energy at all times, encourage turning off the lights when these areas are not in use or are unoccupied, and replace T8 lamps in stairwells with lower wattage bulbs. Common payback periods are less than 6 months.



Account for specific spaces and hardware properly

For example, the EPA will question profiles submitted that have fewer computers than people; in our experience, there tends to be about 1.1 - 1.2 computers per person in the average office. These extra computers, once reported, have been known to increase a building's ENERGY STAR scores by 1 - 2 points.

The Goby Solution

With Goby, certification is effortless, efficient, and effective

Goby is the leading ENERGY STAR certifier in the world

Over 800 certifications submitted in 2017 alone

ENERGY STAR Partner of the Year award recipient for 2014 and 2015

ENERGY STAR Sustained Excellence award recipient for 2016, 2017, & 2018

- ✓ Ensure data accuracy and completeness with Goby's rigorous **validation algorithms** and guarantee your building receives the **highest possible score**.
- ✓ **Benchmark** existing energy & water use and compare against properties with similar size, occupancy, and climate.
- ✓ Easily identify top and bottom performing properties, **portfolio-wide & in any location**. Pinpoint areas for improvement, then implement changes to save energy, streamline operations, and boost profits.
- ✓ Adopt a **tailored energy management strategy** to significantly increase asset value and boost occupancy rates & tenant satisfaction.
- ✓ Communicate successes to the public to earn recognition and demonstrate **industry leadership** through excellence in energy performance.
- ✓ **Automate** building data acquisition and **upload directly** into Portfolio Manager.
- ✓ **Fuel strategic decisions** with data-driven insights as you prepare for ever more rigorous ordinance and legislation requirements.

Based in the Cloud, Grounded in Performance

Goby is the leading provider of accounts payable automation and ESG solutions. Our powerful cloud-based enterprise data platform is driven by refined, validated blue-chip data to reshape business strategies, boost operational efficiencies, and elevate financial performance.

Want to learn more?
Contact us today!

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