



## Selling Industrial Space: A Green Approach to Sales Prep

In recent years, the importance of using green building techniques and materials has expanded to include commercial assets and industrial space. When selling industrial space, the greener that space is, the better for everyone involved—from the owner to the buyer to the tenants. There may be higher costs initially, but that investment is quickly returned with higher energy efficiency, lower utility costs, and often higher rent—all great news for commercial property owners. Consider these ideas for preparing a greener industrial space for sale:

**Follow the “LEED.”** The Leadership in Energy and Environmental Design (LEED) is a point-based certification system that is internationally recognized. The LEED point system provides property owners specific guidelines for designing and upgrading their commercial assets. LEED certification is a great selling point for industrial space and can significantly raise property value.

**Landscaping.** There are many green alternatives to traditional landscaping. Xeriscaping is a popular and easy to implement option using native plants that require very little water. Bioswales – landscape elements that help naturally retain and sometimes purify runoff water – are an option for areas with higher amounts of precipitation. Rain water collection and irrigation systems are also a good option, and they are available in a variety of designs.

**Materials.** Start with using natural, recycled, or reclaimed building materials and flooring. Take it a step further by using recycled materials that have been sourced locally. This reduces the costs and emissions associated with the transportation of those materials. In addition to green building materials, there are many organic, low-emitting paints, finishes, sealers and adhesives available.

**Heating, cooling and ventilation.** Work with your local climate and consider only heating and cooling the parts of the industrial space that truly need it. Use insulated windows, if necessary. Painting the roof, using reflective paint, is an option that can help reduce inside heat. Increased ventilation can improve the health and well-being of employees. Also consider utilizing ventilation strategies that take advantage of outside air for both energy efficiency and increased productivity.

**Plumbing.** Low-flow, high-efficiency fixtures can help reduce water usage while gray water recycling can reduce costs. French drains are a good option for decreasing the amount of water discharged into sewers.

**Lighting.** Lighting can account for up to 70 percent of energy consumption in warehouse facilities, but that cost may be reduced up to 75 percent by using greener options. Try daylighting with strategically placed windows that are designed to increase energy efficiency and lower costs. Or, where daylighting is not practical, try compact fluorescent light bulbs.

**Power.** Solar power and wind turbines are becoming increasingly common. Consider using these green energy alternative power sources now that they are also becoming more commercially viable. Also consider preferred parking spaces for energy-efficient vehicles and providing recharging facilities for electric cars. Besides government incentives, there are also opportunities to rent these if the up-front costs are too much to outlay.

**Knowledge.** Environmentally friendly building design and construction should be undertaken with the guidance and knowledge of a professional. Be sure to consult with an expert when considering upgrading or redesigning your commercial asset. It’s also wise to consult with an industrial realtor to make sure any proposed construction or changes are within local zoning laws.

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## ABOUT THE AUTHOR

### Cardinal Real Estate Partners

Cardinal Real Estate Partners are brokers and consultants that think differently. Determined to be an advocate on behalf of clients, the firm has carved out a new niche of professionals in the commercial real estate industry. It has deliberately set itself apart from commercial brokers by offering clients three distinct differences that make it, in essence, the “anti-broker.”

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