

Marketing Green Building Services: Strategies for Success

By Jerry Yudelson, PE

FOREWARD

There is an environmental sea change happening around the world: Green is “the new black.” As awareness of the impact of global warming, diminishing natural resources, and rising energy costs spreads, the demand for sustainable design and construction in all aspects of real estate development is increasing at an unprecedented rate. This is not a passing fad or fashion, but a fundamental change in the way buildings are designed and built and to their investor’s bottom-line.

Why should we care? Because sustainable design for buildings offers *the largest single potential* for global energy efficiency. Because buildings are *the major source of demand* for energy and materials that produce by-product greenhouse gases (GHG). Because studies show that the building sector accounts for *over 40%* of world’s energy requirements. Research shows that more than 20% of the present energy consumption and carbon dioxide generation could be saved by 2010 by applying accepted sustainable design methodologies to new and refurbished buildings. Further, with only a little more effort we could be carbon-neutral—using no fossil fuel GHG emitting energy to operate our buildings.

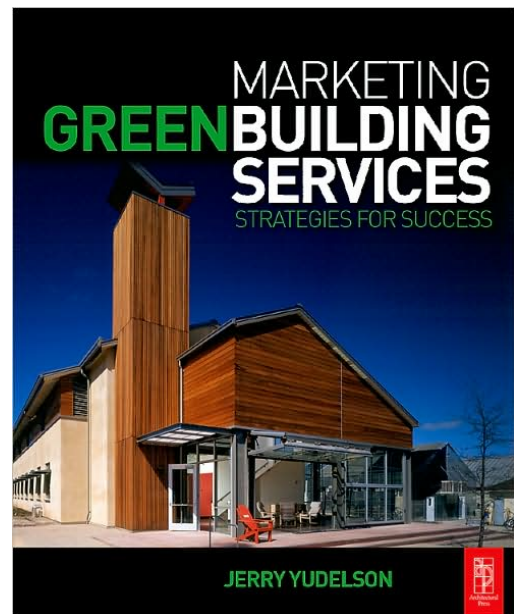
Why is this important? As seen by the popularity of Al Gore’s *An Inconvenient Truth*, the Brad Pitt-narrated PBS series *design e²: The Economies of Being Environmentally Conscious*, and Ed Begley, Jr.’s *Living with Ed* cable-TV personal eco-stories, the public perception of the importance of green design is also increasing. The impact of green design on the building industry is being felt everywhere from urban planning to interiors, from commercial buildings to the home. Susan Szenasy, editor of *Metropolis* magazine, and an early advocate of green building, describes sustainable design as “the new poetry of buildings.”

Why now? The investors in buildings of all types, and the related design, engineering and construction-related services they require, are now, more than ever, willing to buy good green design because they recognize the intrinsic value of sustainable practice in the projects they seek to create. It is no longer a question of “how much more will it cost,” but likely “I must incorporate sustainable design because it adds significant value to my real estate investment.”

How can the building industry professional learn, keep up with, and profit from this change? Read this book!

In *Marketing Green Building Services*, Jerry Yudelson has assembled a compendium of best practices for marketing sustainable design services. In answering the “whys” he also provides you with the necessary background of the “whats” and “hows” that will strengthen the message you take to the marketplace. Best of all, he makes the sometimes arcane aspects of sustainable design accessible to the non-technical or neophyte; the key to effective communication.

I was honored when Jerry asked me to write this Foreword. In my own published research, I had identified how effective traditional professional services marketing relies on *expertise* (the technical ability to perform the service), *excellence* (the ability to market and sell the service based on doing it well), and *experience* (the ability to deliver the service in a memorable way) to ensure that the buyer returns (and hopefully tells a few other folks about your service along the way). Further, I had come to believe that the most difficult part of marketing professional services is differentiation. Developing a



Marketing Green Building Services: Foreward

Page 2

unique brand takes specialized and niche skills. In his book, Jerry addresses all of these issues with a comprehensive “how to” for green services.

Today, “green” can be a real differentiator for your firm, and ***Marketing Green Building Services*** shows you how. Starting with the impact of the industry-standard, US Green Building Council’s *Leadership in Energy and Environmental Design* (LEED®) accreditation for professionals and rating system and certification program for buildings, Jerry sets out the criteria for the *expertise* necessary to succeed. In his *Business Case* descriptions, he provides guidelines for demonstrable *excellence* that can be used to enhance proactive marketing communications. based on client-oriented needs, values and metrics of satisfaction. In a series of anecdotal *Case Studies* of successful firms featured throughout the book, he shows the positive *experience* delivered by some of the leading firms in delivering sustainable design and construction.

Not content with creating a roadmap based solely on what we know today, ***Marketing Green Building Services*** extends the practice of marketing sustainable design into the future. As one of the pioneers in sustainable engineering, Jerry has been at the forefront of the development of green initiatives. Through his network of professional relationships, he has been in a great position to learn what works, and see what’s coming. Here he shares his look to the future, focusing on trends in both market adoption and acceptance, and the next steps in advancing proactive sustainable design.

Embracing the tenets of the 2010 Imperative and 2030 Challenge¹, ***Marketing Green Building Services*** is a must read for building-related ecological literacy. These international initiatives are supported by the American Institute of Architects (AIA), the US Green Building Council (USGBC), the American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE), the Society of Building Science Educators (SBSE), and the Association of Collegiate Schools of Architecture (ACSA), among many others.

The 2010/2030 initiatives are designed to have a pronounced impact on global warming and world resource depletion by improving ecological literacy in design education and in school design, and by reducing carbon usage and greenhouse gas emissions in all new buildings, developments and major renovations.

Marketing Green Building Services provides the fundamentals for design, history, theory, materials, technology, and construction professional practice that, if put into action, will significantly reduce our carbon footprint, and as a result, achieve the goal of improving the quality of the environment.

It is the spirit of positive and proactive environmental results that really set ***Marketing Green Building Services*** apart from other books on the subject. This is not just a “tricks of the trade” marketing tome. It is a call to action for implementing sustainable design as a feature of your practice, and then how to tell (and sell) that benefit, with proof statements that are the result of making a positive impact on the environment.

As Kermit the Frog said, “*It’s not easy being green.*” In both marketing and sustainable design literature, theory is everywhere, but practical, pragmatic and proven advice is hard to find. ***Marketing Green Building Services*** breaks that mold with a perfect mix of background, applications, and evidence that you can use today, making it easy to guide your firm’s marketing efforts to a successful, profitable, and sustainable future.

Craig Park, FSMPS, Assoc. AIA
Chief Marketing Officer, LEO A DALY
Author of *Design. Market. Grow!*
Omaha, NE

¹ See <http://architecture2030.com>