



NGBS GREEN™

Home Innovation Research Labs



GOOD FOR INVESTORS

NGBS Green is the leading green building certification in the U.S. for single-family homes, multifamily buildings, and land developments. Based on the ANSI-approved **National Green Building Standard ICC/ASHRAE-700**, the program offers a credible, affordable, and rigorous path for residential projects to be recognized for their exceptional design, construction, and operation.

Value proposition:

- Affordable and rigorous
- Provides independent verification that a project is green and high-performing
- Federal Trade Commission-compliant marketing tool
- Sets NGBS Green Certified projects apart from the competition during lease-up and for resale
- Unlocks preferred financing, higher valuations
- Reduces O&M costs
- Complements corporate sustainability strategies

PREFERRED FINANCING AVAILABLE

Fannie Mae, Freddie Mac, and FHA offer preferred financing options for buildings that are seeking or have earned NGBS Green certification. Financing benefits can include higher loan proceeds, more favorable pricing, and even substantial mortgage insurance premium discounts.

HIGHER VALUATIONS FOR NGBS GREEN CERTIFIED PROJECTS

The Appraisal Institute's *Green and Energy Efficient Addendum for Commercial Buildings* and the Appraisal Foundation's *Guide on Valuation of Green, High Performing Buildings* informs appraisers on proper valuation for value green, high-performing buildings in comparison to code-minimum or older, more inefficient comparable buildings.

WIDESPREAD FEDERAL, STATE, AND LOCAL RECOGNITION

Federal, state, and local programs provide incentives to projects that earn NGBS Green certification. Twenty-six states currently incentivize NGBS Green certification for federal low-income housing tax credit eligibility. Numerous jurisdictions offer tax credits or other incentives such as expedited permitting or density bonuses. Projects seeking NGBS Green certification report that entitlement is often faster and smoother, with less opposition.

A BETTER PLACE TO LIVE

Residents of NGBS Green Certified buildings enjoy homes that are more comfortable, have healthier living areas, lower utility bills, and benefit from a more sustainable lifestyle. Better homes that provide a higher quality of living.

A SMARTER INVESTMENT

NGBS Green Certified buildings use sustainable, durable products; incorporate practices and products to manage moisture; benefit from lower operation and maintenance costs; have been independently inspected assuring quality of construction; and enjoy higher valuations.

CONSUMER PREFERENCE DATA

Consumer preference research consistently concludes that most Americans (roughly 55-68%) are concerned about the environment and would consider a green product over a non-green product provided it performs as well and does not cost appreciably more. This is certainly true with regard to their choice of a home. Further, green certified buildings can protect building owners from rising energy costs, more stringent codes and regulations, and can even earn local and state incentives and community support. Some of the most recent data supporting consumer preference for green include:

(from BBMG and GlobeScan 2014 Aspirational Consumer Index)

- 69% consumers — "I believe we need to consume less to preserve the environment for future generations"
- 59% consumers — "I encourage others to buy from socially and environmentally responsible companies"

(from Consumer Preferences Survey, Green Builder Media, March 2013)

- 90% consumers want to live a greener life
- 84% consumers want to be known for having a green life
- 66% consumers say they have become more environmentally responsive over the past 2 years

Interested in including NGBS Green properties in your portfolio? See all the current NGBS incentives at HomeInnovation.com/NGBSIncentives.