

Transforming the Northwest commercial real estate market

THE NEED

Anticipating that measure-based energy savings would become increasingly difficult to find, the Northwest Energy Efficiency Alliance (NEEA) wanted a program to help transform the commercial real estate market, a deeply relationship-based business in the Pacific NW, to integrate Strategic Energy Management (SEM) into the business model for property management firms.

OUR APPROACH

Milepost targeted property managers and brokers to receive team-based education and training to jump-start the organizational change process. In order to embed SEM as a core component of the firms' DNA, participants also received SEM roadmap development and implementation support, executive coaching, and Enhanced Operations & Maintenance training for building engineers.

THE RESULTS

The program has achieved an average annual energy savings of 4.5% and demonstrated that 56% of the firms participating were practicing all SEM requirements, compared to 8% in the broader market. Leading participants saw increased market share over the life of the program and became advocates for SEM, NEEA and their local utility partners.



QUESTIONS

Ask John Silkey, MSc
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