



WHY LEED CERTIFICATION MATTERS

The U.S. Green Building Council's LEED green building certification system is the world's foremost program for the design, construction, maintenance and operations of green buildings.

PROVEN PERFORMANCE

LEED certification is verified through the Green Building Certification Institute (GBCI), an independent third party that holds participants accountable to meet clearly defined goals that optimize building performance. LEED guides projects to save money, conserve energy, reduce water consumption and drive innovation. Through a vigorous, documented process that relies on performance and metrics, LEED ensures a building project meets certain requirements and can be trusted.

INVESTING IN LEED IS GOOD BUSINESS

LEED-certified buildings cost less to operate, reducing energy and water bills by as much as 40 percent. Using LEED to increase the efficiency of buildings frees up valuable resources that can be used to create new jobs, attract and retain top talent, expand operations and invest in emerging technologies.

LEED-certified buildings are advantageous to owners. Studies show that buildings using LEED have higher occupancy rates and lease more quickly and for more dollars per square foot than non-LEED-certified buildings. There are also incentives like tax rebates and zoning allowances that are available to many LEED-certified buildings.

LEED BUILDINGS ARE BETTER FOR THE ENVIRONMENT AND FOR OCCUPANTS

LEED-certified buildings consume less energy and fewer resources than conventional buildings. LEED buildings take into account the site that the building is built on, the materials used, the water efficiency, energy use, human experience and occupant health and comfort.

HOW LEED'S BRAND HELPS BUSINESSES GET WHAT THEY PAY FOR

- ▶ **Assurance:** Third-party certification means transparency- no cutting corners. More than 2.9 billion square feet of space has been certified

using LEED, with 1.7 million square feet certifying every day in more than 140 countries and territories globally. LEED projects are among the most efficient, high-performing buildings throughout the world.

- ▶ **Performance:** The LEED: Building Operations & Maintenance rating system focuses on performance. More than 65 percent of all possible LEED points in this system focus on tangible outcomes and benchmarks for optimal operations and improvements that can be measured so that buildings continue to save energy, water and money year after year.
- ▶ **Unrivaled Visibility:** LEED is recognized as the premier mark of achievement in green building with the demand for LEED continuing to grow and gain credibility. LEED certification comes with unmatched tools, resources and marketing potential.
- ▶ **Dynamic LEED Online Platform:** This clear and convenient tool makes it easy to document the achievement of each LEED credit and go through the certification process.
- ▶ **Excellent Customer Service:** Users can interact regularly with project reviewers, a customer service team, and subject matter experts from LEED.

"LEED's certification process and associated building operating procedures have proven to lower our building's energy use. This directly translates into a reduction in operating costs and a building's bottom line. Undergoing the certification process is one way owners can increase the value of their projects while doing the right thing."

**Allan Skodowski, Chief Sustainability Officer,
Transwestern**

Behind LEED is a substantial infrastructure developed by leaders in the industry to support project teams as they innovate and create high performance buildings, homes and neighborhoods. USGBC invests more than \$30 million a year to maintain, operate and improve LEED and its customer delivery. For more information on LEED and how to get started, visit usgbc.org/leed.