

# IREM® Certified Sustainable Property Certification Overview



[www.irem.org/gogreen](http://www.irem.org/gogreen)

**Table of Contents**

Overview of the Certification ..... 1

What Are the Benefits of Certifying My Property? ..... 2

What Property Types Does IREM Certify? ..... 2

Is My Property Eligible?..... 2

What About Mixed-Use Properties? ..... 3

What Is the Certification Process? ..... 3

What Materials Do I Need to Complete the Certification Process? ..... 4

What Forms and Documents Do I Need to Submit with My Application?..... 4

How Long Will It Take to Complete the Certification Process and Application?..... 4

How Much Is the Application Fee? ..... 4

Where Do I Send My Application Form and Materials? ..... 5

How Long Will It Take for IREM to Review My Application? ..... 5

How Can I Market My Certification? ..... 5

How Long Is the Certification Good For? Do I Have to Recertify My Property? ..... 6

What If I Have More Questions about the Certification? ..... 6

## OVERVIEW OF THE CERTIFICATION

### Why Did IREM Develop this Certification?

Thousands of existing office, multifamily, and retail properties in the U.S. are working toward sustainability goals but cannot get recognition for their success. Other certification programs are just too far out of reach and do not make financial sense. Now those properties can access a meaningful but achievable recognition program that is cost-effective and does not require hiring a consultant.

### How Did IREM Develop the Certification, Considering the Needs and Challenges of Real Estate Managers?

Using research on real estate management, and consulting with a team of experts in sustainability and property management, IREM developed certification requirements based on the opportunities and challenges sustainability presents for meeting and exceeding an owner's investment goals. Several Baseline Requirements are based around management functions, including financial operations, client relations, and marketing and leasing. Tenants and residents increasingly associate environmental performance with quality, so the certification presents a prime opportunity to demonstrate the value of exceptional real estate management.

### How Can I Involve My Staff?

Almost all requirements can be met using in-house resources. IREM provides certification guidance, checklists, templates, and questionnaires for each requirement. These tools are linked for download directly in the Excel-based certification checklist for each property type.

Because of these tools, the certification process is an excellent training program for property staff. The program aligns with IREM's long tradition of providing the industry with education to meet the demands of changing real estate markets.

### Does the Certification Recognize Past Accomplishments, or Encourage New Levels of Performance?

Both. The certification recognizes past action—you are able to claim credit going back three years for improvements such as energy and water use reductions—and encourages additional efforts to bring properties to new levels of sustainability.



**For more information on the IREM<sup>®</sup> Certified Sustainable Property Program, go to [irem.org/gogreen](http://irem.org/gogreen).**

## WHAT ARE THE BENEFITS OF CERTIFYING MY PROPERTY?

- Demonstrate quality, responsible management
- Attract tenants and residents as they increasingly demand green space
- Train your staff on sustainability and resource efficiency
- Market your sustainability success
- Work toward even greater cost savings, marketing and leasing benefits, enhanced risk management, and asset value—the positive results of sustainability

## WHAT PROPERTY TYPES DOES IREM CERTIFY?

- Office Properties
- Multifamily Communities
- Shopping Centers

## IS MY PROPERTY ELIGIBLE?

Properties must meet the follow prerequisites to be eligible for certification.

### *Office Properties*

- At least 25,000 square feet
- At least 18 months since substantial completion or repositioning
- At least 75% occupied
- Smoke-free property
- In compliance with all environmental laws
- Commitment to respond to an annual IREM survey on sustainability

### *Multifamily Communities*

- At least 25 units
- At least 18 months since substantial completion or repositioning
- At least 75% occupied
- Smoke-free interior common areas
- In compliance with all environmental laws
- Commitment to respond to an annual IREM survey on sustainability

### *Shopping Centers*

- At least 25,000 square feet
- At least 18 months since substantial completion or repositioning
- At least 75% occupied
- Smoke-free interior common areas
- In compliance with all environmental laws
- Commitment to respond to an annual IREM survey on sustainability



For specific requirements and category activities for each property type, download the **Checklist** for your property type.

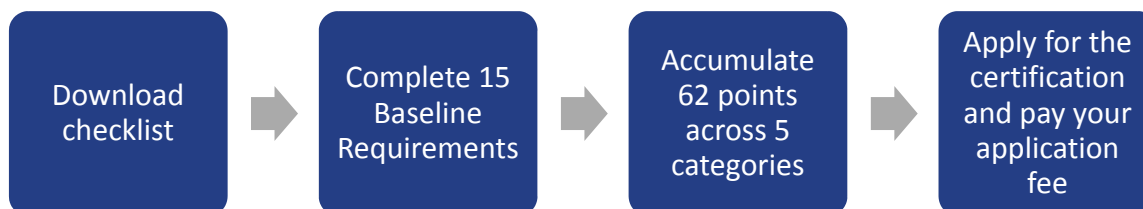
### WHAT ABOUT MIXED-USE PROPERTIES?

For mixed-use properties, choose the property type that represents the largest portion of the property. This portion must meet the prerequisites listed in “Is My Property Eligible?” above.

### WHAT IS THE CERTIFICATION PROCESS?

1. Download the certification checklist for the property type. The checklist has links to forms and tools to help you complete the certification process.
2. Complete the 15 Baseline Requirements. Every property must complete these requirements in order to be certified.
3. Accumulate 62 total points across the 5 sustainability categories. You must also earn at least 2 points in each category. The categories are:
  - a. Energy
  - b. Water
  - c. Health
  - d. Recycling
  - e. Purchasing
4. Apply for the certification, including the application fee.

IREM will contact you when your application is received.



## WHAT MATERIALS DO I NEED TO COMPLETE THE CERTIFICATION PROCESS?

Go to [www.irem.org/gogreen](http://www.irem.org/gogreen) and download the following materials.

- Checklist for your property type
- Application form

The Checklist has links to guidance, tools, templates, and checklists for every Baseline Requirement and Category Point Activity. Also listed on these forms is alternative documentation—items that IREM will accept in lieu of the provided forms and tools to prove that you have completed the requirement or earned the points.

You will return the completed checklist, along with IREM forms or alternative documentation, with your application.

**Note: If you have any trouble downloading the guidance, tools, and templates from the checklist, contact IREM at [sustainability@irem.org](mailto:sustainability@irem.org).**

## WHAT FORMS AND DOCUMENTS DO I NEED TO SUBMIT WITH MY APPLICATION?

To apply for the certification, you must submit the following items:

1. Completed and signed checklist for the property type (Office Property, Multifamily Community, or Shopping Center)
2. Any completed IREM forms used to qualify for requirements or points
3. Any alternative documentation used to qualify for requirements or points
4. Completed application form
5. Application fee (check, credit card information, or request to be invoiced)

## HOW LONG WILL IT TAKE TO COMPLETE THE CERTIFICATION PROCESS AND APPLICATION?

Different properties are at different stages in their sustainability initiatives, so the length of time necessary to complete requirements, earn points, and apply for the certification will vary greatly.

IREM estimates that completing the checklist and completing or gathering the necessary documentation should take about **12 to 24 hours total**. You may have to spend additional time to earn points that require property performance improvements.

Properties with other sustainability certifications for existing properties are able to claim all of the Category Activity Points in certain cases, expediting the certification process. See the checklists for more information.

Please feel free to share your certification story, including how long the process took, by emailing [sustainability@irem.org](mailto:sustainability@irem.org). You could even be featured in an IREM case study!

## HOW MUCH IS THE APPLICATION FEE?

\$500 IREM Member/\$900 Regular

In order to receive the Member price, the property manager must be an IREM Member or the management company or operator must be an AMO® firm.

## Application Fee: \$500 IREM Member\*/\$900 Regular

\*Property manager must be an IREM Member or management company must be an AMO® firm

### WHERE DO I SEND MY APPLICATION FORM AND MATERIALS?

You can submit your application form and certification materials in one of two ways:

1. Email the form and materials to [sustainability@irem.org](mailto:sustainability@irem.org).
2. Mail the form and materials to:

Attn: Sustainability  
IREM  
430 N. Michigan Ave, 5<sup>th</sup> Floor  
Chicago, IL 60611

IREM will send a confirmation email once your application is received. If you do not receive your confirmation email within 48 hours, email [sustainability@irem.org](mailto:sustainability@irem.org) or call 800-837-0706 x6096.

### HOW LONG WILL IT TAKE FOR IREM TO REVIEW MY APPLICATION?

Review takes 3-8 weeks. IREM will contact you for any clarifications required during the review process.

### HOW CAN I MARKET MY CERTIFICATION?

Certified properties can market the certification by:

- Listing the certified property in the online directory on IREM.org
- Displaying an official certificate
- Placing the certification logo on the property website, letterhead, and other materials
- Ordering an award plaque through IREM's vendor
- Sending out a press release using a customizable template
- Participating in case studies, webinars, *JPM*® articles, and other knowledge sharing activities



One version of the **IREM<sup>®</sup> Certified Sustainable Property award plaque**, made with aluminum and etched glass.

You can order a standard plaque or work with IREM's vendor to customize a size and shape for your property.



Transwestern property manager **David Bryant, CPM<sup>®</sup>**, with the certificate for his **IREM<sup>®</sup> Certified Sustainable Property** in Dallas.

### **HOW LONG IS THE CERTIFICATION GOOD FOR? DO I HAVE TO RECERTIFY MY PROPERTY?**

The certification is good for three years. When it is time to recertify, you have an entire calendar year to submit a recertification application for your property. For example, if you certify your property in November 2018, you will have to apply for recertification by December 31, 2021.

### **WHAT IF I HAVE MORE QUESTIONS ABOUT THE CERTIFICATION?**

Go to [www.irem.org/gogreen](http://www.irem.org/gogreen). You may also email [sustainability@irem.org](mailto:sustainability@irem.org) or call 800-837-0706 x6096 with any questions.



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