

Marketing a sustainable medical office building can help meet demand for green space and a more environmentally responsible lifestyle, having a positive impact on property or corporate financials. Develop a marketing plan, using the table below.

SUSTAINABILITY MARKETING PLAN		
Component		Examples
Goal(s)		<ul style="list-style-type: none"> To reach 100% of existing tenants and as many guests as possible in the next year with messages on the building's sustainability characteristics. To ensure that 100% of prospects are informed of the building's sustainability features by the end of the year.
Target Market		<ul style="list-style-type: none"> Current and prospective tenants, particularly those with their own sustainability initiatives Building occupants and guests Broker community
Key Messages		<ul style="list-style-type: none"> We reduced energy consumption by 14% in the past 18 months. The building is an IREM® Certified Sustainable Property. This certification demonstrates sustainability performance in energy, water, health, recycling, and purchasing—as well as exceptional management.
Timetable		<ul style="list-style-type: none"> January 3: Hold New Year's "green" celebration in lobby. February 15: Input information in lobby kiosk. Month of March: Hold series of meetings with tenant representatives on sustainability program. May 1: Host broker open house event to make sure they are conveying our sustainability message. Month of July: Host lunch 'n learns for building occupants on green topics. September 1: Add IREM® Certified Sustainable Property logo to marketing materials, and hang IREM® Certified Sustainable Property lobby plaque. November 1: Send out press release on IREM® Certified Sustainable Property certification award.
Budget		<ul style="list-style-type: none"> \$1,500: Lobby events, open house, and workshops \$500: Branding and signage

Alternative Documentation

Instead of this form, you may submit the following to IREM®:

- Copy of plan