

*For this Baseline Requirement, conduct some research and interviews to assess market demand for sustainability. Answer the questions that follow.*

1. Check the [CBRE Green Building Adoption Index](#).

a. Is your market listed?

Yes	
No	

b. If Yes, where is your market ranked among the Top 30 markets?

c. How does the level of green building adoption in your market impact the demand for sustainability at the building, either positively or negatively? **Example:** *Atlanta has seen an increase in green building adoption. This suggests greater demand for sustainable space among tenants and investors. My building needs an enhanced sustainability program in order to remain competitive.*

2. Talk to a knowledgeable local broker about tenant interest in sustainable medical office space. Ask the broker the following questions (at a minimum). Enter summary answers.

a. Do prospective tenants ask you about a property's sustainability features? What specifically do they ask about (e.g., recycling programs, energy costs, healthy indoor environments)?

b. If medical office tenants do not ask about sustainability, what are their primary interests and concerns when leasing space?

c. Sustainable office buildings can have lower occupancy expenses and healthier indoor environments. How would you suggest we educate tenants on these benefits?

3. Reach out to a local green building or sustainability expert. This person could be:

- Leadership of the [local U.S. Green Building Council](#) or [ASHE chapter](#)
- A city official who works on sustainability issues
- A service provider who works on energy and sustainability projects

- An expert internal to your company
- Other knowledgeable person

Enter the name, organization, and title of the person with whom you spoke.

Ask this person the following questions (at a minimum) and enter summary answers.

a. What are the biggest trends in sustainability for the region and local market?

b. Who are the sustainability leaders among local healthcare companies? What are they doing to make an impact?

### Alternative Documentation

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

- Paragraph describing demand for sustainable real estate, including medical office space, in the local market

### Optional recommended research:

- Explore the neighborhood. Look for LEED®, ENERGY STAR®, WELL Building Standard™, and Green Globes® buildings, as well as IREM® Certified Sustainable Properties. Note their features and tenant mix.
- Review data on competitor properties on CoStar or another listing service that identifies properties by sustainability certifications. Compare rental rates, vacancies, and cap rates among certified and non-certified properties.
- Discuss how sustainability adds to marketability and value with fellow IREM® Members and/or industry professionals.
- Speak to existing tenants about their sustainability initiatives and the value your sustainability program adds to their occupancy.