

Commercial Tenant Program Brokers



BENEFITS FOR BROKERS

**CASH BONUS of
\$5,000 per referral**

**Sales tool to
win more clients**

**Differentiate
from competitors**

**Forefront of
Corporate Social
Responsibility trend**

**Opportunities
for recognition**

visit:
nyserderda.ny.gov/CTP

email:
[commercialprograms@
nyserderda.ny.gov](mailto:commercialprograms@nyserderda.ny.gov)

Cash bonus available to brokers

Get a \$5,000 bonus by referring clients to NYSEDA's Commercial Tenant Program

The competitive advantage

Differentiate yourself from your competitors and increase your marketability by offering your clients a way to be more sustainable, at little or no cost to them. Companies increasingly consider sustainability in their business decisions, and their potential employees want green, healthy, and modern spaces. Landlords care about their energy bills and are required to meet energy efficiency standards for their buildings.

What is the Commercial Tenant Program?

Your clients interested in designing energy-efficient workspaces may not know where to start. NYSEDA's Commercial Tenant Program covers up to 100% of the cost of hiring an energy consultant to facilitate energy efficiency activities in tenant spaces, up to \$150,000 per project.

Benefits for Tenants:	Benefits for Landlords:
<ul style="list-style-type: none">• Saving money on energy bills• Increased employee productivity• Comfort and wellness• Improved talent attraction and retention• Fulfilling corporate sustainability goals• Opportunities for recognition	<ul style="list-style-type: none">• Saving energy and money• GHG emissions reductions• Gain a competitive leasing edge• Develop positive tenant relationships• Compliance with Local Law 97• Opportunities for recognition• Improved building valuation

Get ahead of the curve

Brokers are trusted information providers for tenants and landlords during the critical stages of planning and site selection. That's why NYSEDA is offering brokers a \$5,000 cash bonus for every tenant they successfully refer to the program. Talk to your clients about the importance and ease of considering energy efficiency during tenant space fit outs.



New York City requires buildings over 25,000 square feet to meet increasingly stringent carbon emissions limits or be subject to fines. Given that **tenants typically account for more than 50% of a commercial building's energy use**, both landlords and tenants must be well informed about opportunities for energy use reductions.

Generating value for tenants signing new leases

Designing an energy efficient space from the start is proven to yield the most savings over the lease term. Tenants that take this into consideration can reap significant benefits:

Saving money on energy bills

By incorporating efficiency measures in their leased space, tenants can expect a 20-50% reduction in energy use with a three- to five-year payback. Plus, energy savings accrue over time, so over longer leases, these add up to significant avoided costs.

- By including energy efficiency in their new space fit out in NYC, White & Case LLP achieved an estimated annual cost savings of \$390,000, or \$7.7 million over the 20-year lease term.¹
- Paul Hastings LLP was able to achieve an estimated \$4.3 million in savings over their 16-year lease (\$270,000 annually) through the energy efficient design of their 190,000 square foot office.²
- For additional case studies, please visit nyserdera.ny.gov/CTP

Increased employee productivity, comfort, and wellness

In addition to generating savings on energy bills, high-performance facilities benefit employers by creating healthier, more comfortable environments conducive to improved productivity. Studies show that:

- Employees in high-performing green certified facilities outperformed their counterparts in high-performing traditional buildings in 7 of the 9 domains of cognitive function measured.³
- Employees in green certified buildings report being happier and healthier—which leads to an estimated 30% reduction in absenteeism.⁴

Improved talent attraction and retention

Seventy-five percent of job seekers care that their potential employer supports and values their health and wellness.⁵ Businesses that focus on sustainability have increased recruitment and retention rates.

- After participating in the Commercial Tenant Program, Gensler, the world's largest architecture firm, realized a 25% increase in workplace satisfaction. Additionally, they found that 74% of staff felt the physical work environment had a positive impact on their overall job satisfaction.⁶

1. NYSERDA. Energy Efficiency in Leased Office Space for Law Firms; 2. NYSERDA. Energy Efficiency in Leased Office Space for Law Firms; 3. Building and Environment. The impact of working in a green certified building on cognitive function and health; 4., 5. Stok. The Financial Case for High Performance Buildings: Quantifying the Bottom Line of Improved Productivity, Retention, and Wellness; 6. NYSERDA. Gensler Walks the Talk.

Ready to get started?

Learn more and apply at nyserdera.ny.gov/CTP

If you have questions or need support, reach out to commercialprograms@nyserdera.ny.gov

