

# Benefits of Energy Efficiency for Multifamily Building Owners Message Framework

Primary Message: Bring your building to peak performance with energy-efficient solutions for common building problems.

Functional Benefits	Emotional Benefits	Copy Points
<ul style="list-style-type: none"> <li>• Increase your building’s asset value by making smart capital investments.</li> <li>• Lower operational costs.</li> <li>• See an impressive ROI.</li> <li>• Address future maintenance and repair issues before they happen.</li> <li>• Optimize building technologies and systems. Attract and retain tenants with more comfortable units.</li> <li>• Reduce carbon footprint.</li> <li>• Be proactive about compliance. Avoid playing catch-up with local laws (Downstate only).</li> </ul>	<p><b>Proactivity/Smarts</b> Leverage common building problems as an opportunity to optimize your entire building with high-performance equipment while earning an impressive ROI and taking advantage of available incentives based on the equipment you install.</p> <p><b>Control</b> Proactively manage the rising costs of energy, and feel good about taking action to get ahead of the cost curve.</p> <p><b>Accomplishment/excitement/confidence</b> Get tangible results in the form of lower energy bills, less maintenance, and happier tenants, and feel confident in your building’s ability to perform at a high level for years to come.</p> <p><b>Recognition</b> Be regarded in the marketplace as a businessperson who is savvy, innovative, proactive, understands the big picture, and wants to do the right thing for their business and the people who live in their building(s).</p> <p><b>Opportunity to do good</b> Take advantage of the chance to make a significant contribution to the neighborhood and the environment.</p> <p><b>Admiration of residents</b> Be viewed as someone who cares about the quality of life of their residents and who is interested in pursuing measures that will make everyday life better for everyone.</p>	<ul style="list-style-type: none"> <li>• Turn common building problems into an opportunity to optimize your building with high-performance systems and equipment.</li> <li>• Optimize your building’s performance to reduce your energy costs and earn an impressive ROI.</li> <li>• Increase property value with efficiently running systems and updated equipment.</li> <li>• Control energy bills by proactively addressing building maintenance and repair issues before they happen.</li> <li>• Increase the comfort of your building to attract new tenants, and keep the ones you already have.</li> <li>• Reduce your carbon footprint and provide an environmentally friendly housing option in your community.</li> </ul>