Incorporating Sustainable Design into the Redevelopment Process
Presenters

Philip Payne
CEO
Ginkgo Residential

George Vallone
President
The Hoboken Brownstone Company

Frank Saunders
President
Southern Lighting Company

Drew Yetter
Senior Consultant
JDM Associates

Moderator: John Klein
Principal, JDM Associates

#NAAGreenConf
Which energy and water efficiency improvements provide the greatest return on investment?
How can we sell the business case for sustainability to executive management and investors?

#NAAGreenConf
Reduce Operating Costs
Increase in Asset Value
Competitive Advantage
Faster Lease-Up Rates
Resident Retention

#NAAGreenConf
How to finance the energy efficient components of redevelopment projects?
Should green building certifications be pursued for renovation projects?
How can we integrate a green message into marketing materials, resident communications, and training of leasing staff?

#NAAGreenConf
Open Discussion

Q & A

#NAAGreenConf
Contact Information

John Klein
jklein@jdmgmt.com

Philip Payne
Philip.Payne@ginkgomail.com

George Vallone
gvallone@hbrownstone.com

Frank Saunders
frank@southernlightingcompany.com

Drew Yetter
dyetter@jdmgmt.com

#NAAGreenConf