

The Costs and Benefits of High Performance Buildings Lessons Learned

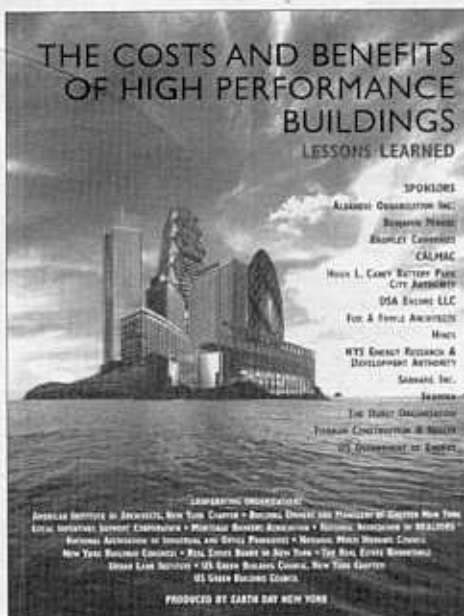
edited by Pamela Lippe, 2004. Published by Earth Day New York, 201 E. 42nd Street, Suite 3200, New York, NY 10017, www.earthdayny.org. Paperback, 136 pages, \$25.

Pamela Lippe and Earth Day New York have released another gem of a compilation, including two dozen cutting-edge essays from some of the green building world's most acclaimed thinkers and practitioners. *The Costs and Benefits of High Performance Buildings* is the third in Earth Day New York's *Lessons Learned* series. Like the previous collections, *Four Times Square* and *High Performance Buildings* (see *EBN* Vol. 10, No. 1), this resource is organized like a magazine, with advertisements interspersed throughout. Unlike the previous offerings, however, this one is focused on the financial aspects of green building. "The challenge is no longer simply breaking into the marketplace," according to Lippe. "The focus is on making it cost-effective."

The book establishes the economic case for green building with excerpts from "The Costs and Financial Benefits of High Performance Buildings," by Greg Kats at Capital E (see *EBN* Vol. 12, No. 11); "Costing Green: A Comprehensive Cost Database and Budgeting Methodology," by Lisa Fay Matthiessen and Peter Morris of Davis Langdon Adamson (see *EBN* Vol. 13, No. 8); and the study of LEED® costs for the U.S. General Services Administration, led by John Amatruda of Steven Winter Associates, Inc. (see *EBN*, Vol. 13, No. 12).

Next, the book delves into the market for high-performance buildings, with reports on long-term competitive value, using public policy to effect change in the marketplace, and looking ahead to the possibility of regenerative design. Further sections of the book showcase green strategies at work in completed office, institutional, and residential projects. Sec-

tions on high-performance systems and construction practices cover topics ranging from combined heat and power systems and green roofs to



environmentally responsible demolition and how to avoid mold growth through good construction and maintenance practices. Finally, a chapter on tools and resources points readers to recommended further reading. This book combines a taste of the *how* with the financial *why* of green building, and the result is an approachable, enjoyable, informative read. —JB

The Insider's Guide to Marketing Green Buildings

by Jerry Yudelson, 2004. Green Building Marketing, 4727 S.W. Vesta Street, Portland, OR 97219, 503-246-4111. Three-ring binder, 206 pages, \$79.95.

The Insider's Guide to Marketing Green Buildings is a no-frills book that delivers. Author Jerry Yudelson, a professional engineer with a master's degree in business administration and extensive experience in the green building world, has compiled a wealth of data and advice for anyone seeking to serve the growing demand for green buildings. Indicative of his focus on value to readers, Yudelson has provided—before the table of contents—a page called "How to Read This Book" that guides readers

to specific chapters based on their particular needs.

Reliable market studies about the size and growth of the green building industry are notoriously hard to find. To meet this need, Yudelson has mined published reports from several online surveys and supplemented these with surveys of his own. He also relies heavily on data from the U.S. Green Building Council on the growth of its LEED® Rating System. As a LEED faculty member and former USGBC board member, Yudelson brings valuable insights to bear as he interprets and extrapolates from those numbers.

While *Marketing Green Buildings* is full of selling points for convincing reluctant owners, colleagues, and clients, it is not blind to the challenges involved. Analyzing the results of a survey conducted by Turner Construction (see *EBN* Vol. 13, No. 10), Yudelson notes that "Looking at these results from a marketer's perspective, we can see that green building marketers are trying to sell a 'product' or an 'approach' that costs more; does not demonstrate significant benefits to balance the costs; and must be sold to people heavily concerned about initial cost increases." Yudelson then proceeds to lay out some solutions to this marketer's predicament, including lowering the costs, relying on case studies and testimonials, financing creatively, and focusing on institutional buyers who tend to be long-term owners of their real estate.

Yudelson has little patience for those design professionals whose "idea of selling is to do a good job and hope someone notices." Yet in addition to the market data and green building trends, he includes enough "Marketing 101" material to bring even a business neophyte up to speed, at least on the jargon. Whether you're a green building expert who wants to do a better job selling your services or someone who is new to green building and is curious about the potential of this market, this book is a great resource. —NM