



Energy Advisory Service

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Going Green



Energy Advisory Service

30 simple ways to  
“go green” without  
increasing your expenses

## Letter from Energy Advisory Service

In a recent study, 17% of renters say they will only lease an apartment if they are “environmentally friendly”. Several communities in development are attempting to get LEED certified, add to that the apartment communities that are investing in retrofits or new energy efficiencies, but with the economy in turmoil how can those owners and communities compete. After talking with many of our clients we found this is a large problem. It is the “pool” of the new generation.

Back in the 80’s clubhouses, pools, and fitness centers were what attracted residents, even though those of us in the industry know the little secret that these amenities are hardly used, on every tour leasing associates walked the prospect by the pool as a selling feature. “Green” has become the new “Pool” it is the selling feature many residents are looking for. In a recent study, 17% of renters say they will only lease an apartment that is “environmentally friendly”.

After talking with many of our clients we discovered the problem becomes how to go green. If you do not have the capital budget for the upgrades and your portfolio is not under development allowing the opportunities for LEED Certification what can you do to obtain the “Green” selling feature.

Energy Advisory Service began four years ago with very limited capital but a true passion to work with the multifamily industry offering integrity, customer service, market knowledge and hard work. This grass roots approach has allowed us to become a premier energy management partner to the multifamily industry, servicing over 500,000 units nationally where there is deregulation. With this “Grass roots” approach in mind, we developed this booklet of ways that may take some extra work but we hope that it can provide additional options for your communities to “Go green” without breaking the bank....and in many cases reduce expenses and increase ancillary income.

We hope you find it helpful. If you have any additional questions or are interested in learning more about energy savings EAS can assist your organization with, please do not hesitate to contact us at 770-419-9400.

## Who are you buying your energy from?

Thanks to de-regulation in many states you can choose which electric or natural gas company you want. With competition not only comes cost reduction but also the ability to buy energy from renewable energy like solar or wind energy. Additionally by using an aggregator to combine your energy needs with others in the multi-family world you can take advantage of bulk rate discounts. If you are unsure if you are in a deregulated area, call Energy Advisory Service we can help navigate the maze of deregulation.

## Who is EAS

Energy Advisory Service (EAS) is a premier provider of national comprehensive energy management services for the multifamily industry. What exactly does that mean? It means we navigate the maze of de-regulation by analyzing, negotiating, contracting, and managing critical energy services. Our team of professionals consists of multifamily experts, regulatory specialists, and energy managers. Our clients benefit from synergies that only an experience team encompassing both multifamily strategies and hands on implementation can offer. These include:

- Comprehensive RFP’s
- Aggregation (commodity pooling)
- Risk and Contract management

This expertise along with our commitment to integrity and customer focus have allowed us to partner with over 25 of the largest national multifamily owners representing over 100,000 apartment communities. If your portfolio is in deregulated areas or wish to look at additional green options, please do not hesitate to contact us today!

770-419-9400

Or

info@energyeas.com

## Cost/Energy Reduction

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### Install LED Exist Signs

Does your property have exit signs in the breezeways or in your office? You may want to consider replacing them with LED exist signs. The cost to you is about \$70 to retrofit. The benefit is less electricity and about \$24 a year per sign on that electric bill.

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### Water Heaters

We all know that those Water Heaters are the biggest energy user for our vacant apartments. We can't turn them off for long periods because there would be too much sediment but we can certainly turn them down. Turning them down by only 10 degrees will make a great impact on the electric bill and if no one is using the hot water why not turn it down lower than that.

To reduce the cost even further why not turn it off for a little while, you can get a simple timer to turn off the water heater for a few days each week, again reducing your invoice even further.



## Table of Contents

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Introduction	2
Prospects	4
Apartment Upgrades	5
Closing the Deal	6
Resident Retention	7
Corporate/Community Outreach	12
Resident Parties	12
Cost and Energy Reduction	13
Who is EAS?	15



## Prospects

### A twist on Move Ins

We all hand out Folders to new move ins that have flyers we have collected from different vendors; the renters insurance company, our energy company, pizza magnet, etc. Instead of wasting paper printing a folder, why not print a bag made out of recycled materials. Tell your resident they can use it when they go shopping. Not only are you helping the environment but now you're resident can advertise your community when they go shopping.



### Move In Gifts

If you think the recycled bag is a little big for move ins, how about as a move in gift in their new apartment. Instead of the basket with goodies, why not put some goodies in a reusable bag. Show your new resident you are serious about the environment and add environmentally friendly cleaning products.

### Stop the Paper

Statistically it is expected that leasing personal will close one out of every three prospects. This means flyers with floor plans, pricing, etc are being handed out to residents that are going to walk out the door and toss them. Instead why not go with an E marketing campaign. Show the prospect the flyer but ask if you can e-mail them the floor plans to save paper. This way not only do you save trees but you have the prospects e-mail address to follow up with them.

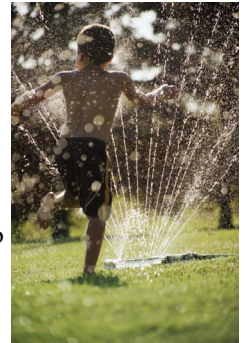
## Cost and energy reduction

### Check for Free Mulch

Go visit your local recycling center you will be surprised to find many times they give away free mulch. Great way to "spruce" up an area at no cost.

### Irrigation Systems

Use Brown water for to water your property. Nowadays most communities are required to have retention ponds, if your property has one take advantage of it to drastically reduce your water bill. For a small investment, (about \$1,000) you can have your irrigation system hooked up to your retention pond. If you don't have a retention pond, for a little more you can install a well, recycling the water is not only good for the environment it, it is good on your budget.



### Unplug your appliances and lower your electric cost

If you are not using is unplug it in the office and in the vacants. Did you realize those clocks on microwaves use electricity. Cell phone and PDA charges use electricity even when they are not charging your phone, when you don't need it unplug it. You will see the difference in your bills and using less electricity means less stress on the environment.

## Corporate/Community Outreach

### Magazines

Want get your name out and save the environment, send out a flyer or e-mail (on recycled paper) letting your residents know you are collecting magazines. Once you have gathered magazines, print labels on the back "Donated by ABC Community". Donated the magazines to your local doctors office, dentist, etc.



### Be Noticed Around Town

Schools are always collected soup labels, coke tabs, or bar codes from cereal. Ask your residents with children what they are collecting and collect them on site. It helps the school and gets you more involved in your community.

### Resident Parties



#### Green Party

Invite local vendors to a resident party, great way for them to showcase their products while bringing the community together.

#### Sharing Ideas

How about a health party.....a twist on the potluck dinner but have residents bring recipes and samples of their favorite healthy treats.

## Apartment Upgrades

### Green Lease

Back in the 80's we would offer prospects an upgrade....you could choose the kind of wallpaper they wanted in their new home.....gray, mauve, or tan carpet. How about a premium green lease or a regular lease. For a premium price your resident could move into a "green" apartment. In exchange for the higher rent you agree to install a programmable thermostat, energy star appliances, and energy efficient light bulbs. The resident pays for the upgrades and when they vacate you have a "Green" apartment.



This same idea can be used in numerous ways. If residents do not want to pay on a one going basis, why not offer to replace light bulbs with energy efficient ones at cost. Install a programmable thermostat for residents also at cost.

### Radical Idea

Many years ago, the multi-family industry decided to sub-meter water, this was a fantastic way to help conserve water.....why not try that with your trash.. Start a Pay-as-you throw program. Charge the residents \$1 or \$2 per bag of trash that is put in your dumpster. It is a great incentive to recycle more, buy items that use less packaging, etc. You can take this money and apply it toward your recycling program or if you really do a little social responsibility and put the funds toward a local charity...this way residents don't think it is a way to get more money.

## Closing the Deal

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### Boxes Anyone

Have you ever bought boxes for a move.....they are not cheap. \$10 for a single box you will use and discard in less than a week. Why not say you're soon to be renters time, money, and recycle. Close your prospect by offering to supply moving boxes for them. You give them moving boxes, than when they move in have someone from maintenance or grounds pick up the boxes when they are done. Store the boxes for the next move in.



Use this same concept to save packing peanuts, popping paper, whatever packing supplies that can be re-used

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### Educate

When new residents move in, we are all accustomed to handing them a Move in packet with names and numbers of the local pizza place, renters insurance, etc. Why not add some helpful hints on helping the environment. Whys to reduce energy cost, cleaning products that are safe to the environment, lists of green merchants, etc. Pass on the word that you can about the environment.

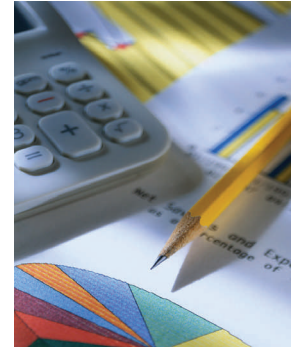
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## Resident Retention

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### Staples is your friend

Over 60% of Americans have a home office. Image how much printer ink that equates to. Let your residents know that you are a collection site for the ink cartridges. Once a month take the cartridges and turn them into Staples. They will give you a \$3 credit toward your purchase.....image how many office supplies you could get. While doing your part!



### Green Card Anyone

Take advantage of a discount green card. Talk with vendors that sell green products and see if they will offer a discount or free sample. The benefit to them will be a customer introduced to their store. Once you accumulate several create a "Green savings card for your residents" Of course be sure to have your community information on it so it can be seen where they use the card.

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### Bike Rental

To encourage your residents to save on gas, purchase a few bicycles and offer bicycle rentals. Great way to reduce gas usage and keep your residents coming to the office.

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## Resident Retention

### Reuse Plastic Bags

Getting residents to pick up after their dogs has always been a challenge; we have gone so far as to purchase trash cans with boxes that hold plastic bags. Instead of continuing to pay for those trash bags why not reuse the plastic bags on site. The average person uses over 136 plastic bags a year. Why not collect those bags from your residents and reuse them beside the trash cans to pick up after dogs.



### Monthly Recycle program

Did you know more than 75% of our trash can be recycled? Sadly we are restricted by those famous recycle trash cans. They only take paper, aluminum, glass, and plastic but what happens to the rest of the recycles. Why not collect something to recycle every month. Electronics can be recycled and best buy will take them off your hands for you for free. Note.....32 inch televisions do cost \$10. Fluorescent bulbs can be taken to Home Depot. In some states soda bottles can be returned for money along with aluminum. For what you can recycle and how check out [www.ourearth.org](http://www.ourearth.org)



## Resident Retention

### Green Award

Offering residents “specials” for paying their rent first has been a trick we have done on sites for years, why not offer a spinoff of this idea. Each month have a “Green Award”. Have residents dropped an e-mail to you on what they are doing to be Green and each month select a “Green Winner” of course the award will be passed from winner to winner.

### Be Creative

Residents are very creative, ask for their feedback. Ask them what more can you do to go “Green” You’ll be amazed what they come up with.

### Spring Cleaning

Once a year allow your residents another way to “Clean out that closet” by having a community yard sale.....with a twist. Any items not sold will be donated to Salvation Army or your favorite charity.



## Resident Retention

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### Cars

Having your tires inflated to the right pressure can increase your miles per gallon by up to 3% saving, 10 cents per gallon. Why not team up with a local tire company, see if they would be willing to spend a day on site with prospects and residents to check the air in their tires. You can offer your residents a chance to increase their MPH and maybe attract some new residents.



If you want to take this a little further, see if the tire company would be willing to give away tire gauges with their logo so residents can check their own tires.

Hauling around unnecessary weight in the trunk reduces miles per gallon. Hold a “Junk in the Trunk” Contest. As residents drive in one night ask them if they have any trash they want to get rid of in the trunk. The resident with the most weight reduction can win the “green award for the month”.

### Cut your commute

Start a campaign for the gas-savings benefits by living at your community. “Go Green, Save Green” Offer a discount to any new move ins who cut their commute time by moving to your community. It’s a money saver for the residents, a pollution reducer for our air, and a revenue generator for the bottom line. Require residents to bring a copy of their maps and proof of employment to the leasing office to confirm their “Shorter” commute.

## Resident Retention

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### Car Share

For urban properties; let your residents check out a car from your garage for several hours to days and drop it off at a car share garage anywhere in the city.

### Have a freecycle website

The next generation appears to want a sense of community but that community is on line. Give them the community and the “Green” feeling by offering a freecycle website. This is where residents can post items they no longer need. So for example John smith in apartment 101 may post that he does not need his couch anymore. Sara in 107 may need a couch so she can respond to John and make arrangements to get his couch. Items must be free. This is a great way to recycle, keep your residents with you, and if the resident vacates one less piece of furniture that maintenance has to remove when they trash out the unit.

### Donate to Charity

If you are offering a freecycle website, why not offer to collect unwanted gently used items. If your residents can not give it away to other residents have them bring it to the office and make arrangements with a charity to pick up these items quarterly. Nation com-

