

# The Power of ENERGY STAR® Partnerships

## Introduction

Energy has a major impact on your business as the second largest controllable operating expense. But saving money is just one benefit of optimizing energy management. An ENERGY STAR Service and Product Provider can help you reduce energy costs, meet compliance, satisfy your tenants, achieve sustainability goals and increase the value of your assets.

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### About ENERGY STAR

As stated on [energystar.gov](http://energystar.gov), ENERGY STAR is the government-backed symbol for energy efficiency. Thousands of industrial, commercial, utility, state and local organizations—including nearly 40% of the Fortune 500®—partner with the U.S. Environmental Protection Agency (EPA) to deliver cost-saving energy

efficiency solutions that protect the climate while improving air quality and protecting public health. ENERGY STAR tools and resources help businesses identify cost-effective approaches to managing energy use in their buildings to save energy, increase profits and strengthen their competitiveness.

## How ENERGY STAR helps real estate operators

The program's popular online tool, ENERGY STAR® Portfolio Manager®, was used in 2020 to measure and track the energy, water, and/or waste and materials of more than 270,000 commercial properties, comprising more than 25 billion square feet of floorspace, across the nation. For eligible buildings, the tool calculates a 1–100 ENERGY STAR score, which has become the industry standard for rating a facility's energy performance. ENERGY STAR Tenant Space is a new EPA recognition to reduce utility bills and greenhouse gas emissions in leased spaces. \*

ENERGY STAR certified homes and apartments are at least 10% more energy efficient than those built to code and achieve a 20% improvement on average while providing homeowners and residents with better quality, performance and comfort. Over 2.2 million ENERGY STAR certified homes have been built to date, including more than 120,000 in 2020 alone. \*

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## How ENERGY STAR facilitates compliance

Meeting compliance involves accurate and timely reporting. On June 16, 2021, the U.S. House of Representatives voted to pass the ESG (Environmental, Social and Governance) Disclosure Simplification Act of 2021. The Act would require public companies to report environmental, social and governance metrics and includes specific reporting expectations on climate risks, political spending, CEO pay and taxation rates. \*\*

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### Commercial compliance

ENERGY STAR Portfolio Manager is used to measure and track energy, water, and/or waste and materials for commercial properties. Working with a reliable Service and Product Provider identified by ENERGY STAR will help you streamline data collection and automate sustainability reporting to eliminate manual data entry and stay in compliance.

### Residential compliance

Just as it does for commercial operators, ENERGY STAR Portfolio Manager is used to measure and track energy, water, and/or waste and materials, and reporting can be automated to easily meet compliance and reduce manual work for multifamily businesses.

\* Source: [energystar.gov](https://energystar.gov) | \*\* Source: [natlawreview.com](https://natlawreview.com)

## THE VALUE OF ENERGY STAR CERTIFICATION

Beyond meeting compliance, top-performing buildings have value, as does earning the ENERGY STAR blue label. Consider the following key benefits of ENERGY STAR certification.



### Lower utility bills

Once in operation, ENERGY STAR certified buildings use, on average, 35 percent less energy than similar buildings nationwide. The cost savings can be substantial.



### Fewer emissions

Because they use less energy, ENERGY STAR certified buildings also contribute, on average, 35 percent fewer greenhouse gas emissions to our atmosphere.



### Benchmarking & performance

Dozens of cities and states now mandate that commercial buildings benchmark and publicly disclose their energy performance. The trend is growing every year as more cities and states look for ways to reduce costs and emissions.



### Increased value

Energy cost savings lead to higher net operating income. Reliable, persistent energy savings make it more likely that this connection will be recognized with a higher building valuation.



### Increased occupancy

ENERGY STAR certified buildings have fewer vacancies (higher occupancy) and higher rents when compared to similar buildings.



### Better financing

Several studies on commercial mortgages find evidence of lower default risk among buildings with labels such as ENERGY STAR. These properties often secure better loan terms and lower interest rates (typically about 30 - 35 basis points) than similar non-labeled buildings.



### No cost \*

All of the EPA's tools and resources, including Portfolio Manager and Tenant Space, are free to use. That means you can spend your budget on an energy efficiency program supported by a proven software solution.

\* Applications for ENERGY STAR certification must be verified by a professional engineer or registered architect.

## ENERGY STAR Service and Product Providers

Yardi is listed by ENERGY STAR among the most active Service and Product Providers (SPPs). According to the EPA, ENERGY STAR SPPs have demonstrated their expertise and achievements by meeting strict ENERGY STAR program requirements for benchmarking customer buildings using Portfolio Manager and gaining ENERGY STAR certification for buildings. The most active SPPs, including Yardi, have done the most for their clients through ENERGY STAR in the past 12 months.

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## Yardi honored as ENERGY STAR Partner of the Year

Yardi received the 2024 ENERGY STAR Partner of the Year Sustained Excellence Award after being named Partner of the Year for six consecutive years. The Sustained Excellence award is the highest honor bestowed by the ENERGY STAR program. Its winners have made a long-term commitment to fighting climate change and protecting public health through energy efficiency.

The award acknowledges Yardi's technology solutions and ongoing efforts across real estate sectors including:

- Helping clients benchmark energy in over 6,500 buildings and water in over 5,770 buildings
- Submitting certification applications for more than 300 high-performing buildings
- Promoting the importance of ENERGY STAR scores to clients through education, training and visibility
- Including ENERGY STAR in Yardi's energy management software dashboard
- Providing digital energy courses for over 7,500 attendees at virtual and in-person user conferences
- Earning ongoing ENERGY STAR certification for Yardi corporate headquarters in Goleta, Calif.



“Energy efficiency is a core component of our mission as a real estate technology provider, and we applaud our clients’ impressive achievements. We look forward to continuing to help our clients and the industry gain the utmost benefits using ENERGY STAR to meet business and sustainability goals as we all work together toward a clean energy future.”

**Joe Conosolo**  
*Industry Principal, Energy*

### **How Yardi helps companies achieve energy goals**

Yardi delivers a complete technology solution on a single connected platform for energy management, backed by a responsive team of energy and sustainability experts. Yardi Pulse Suite helps commercial real estate operators build a comprehensive energy strategy across their portfolios, including benchmarking, optimizing utility spend and using automated solutions including fault detection and building optimization to manage costs, consumption and reporting.

Real-time meter data and aggregated data from utility invoices deliver powerful actionable insights. With access to utility invoices, Pulse Energy Benchmarking eliminates tedious manual effort and helps avoid fines for non-compliance. Yardi can do the work for you by setting up links with vendors and completing data entry into ENERGY STAR Portfolio Manager.

For residential real estate, Yardi Energy Suite is an end-to-end solution for utility billing, utility expense management, ENERGY STAR benchmarking, and full service submeter installation and maintenance. Automating cost recoveries helps companies lower utility expenses, and additional savings can be realized with detailed utility rate and tariff auditing. Yardi’s expert benchmarking services save valuable time for operators by managing ENERGY STAR reporting, compliance and certifications.

# YARDI CLIENTS REPORT SUCCESS

## LBA REALTY

LBA Realty is a full-service real estate investment and management company with a diverse portfolio located in major markets throughout the western U.S. The company's focus is on executing customized value creation programs for individual properties and exceeding customer expectations with unmatched levels of service.

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### The challenge

#### EXTENDING AN ENVIRONMENTAL COMMITMENT

LBA Realty's Park Place campus in Irvine, Calif., combines modern workspaces with onsite amenities to form a unique mixed-use campus with more than 1.8 million square feet of Class A office space. LBA Realty demonstrates commitment to environmental responsibility across its portfolio in multiple ways, ranging from electric vehicle charging to material reuse and recycling, but they sought new ways to improve energy efficiency and reduce consumption at Park Place. Although Park Place has both LEED Gold and ENERGY STAR Premier Member certifications, one initiative focused on implementing smart building technologies capable of advancing sustainability, helping to balance the grid during peak times and reducing costs for tenants without impacting their comfort.

### The solution

#### YARDI PULSE BUILDING OPTIMIZATION

In 2015, LBA Realty upgraded its HVAC management offering to include Yardi Pulse Building Optimization, an intelligent energy optimization solution, at no additional hardware cost. Building Optimization assesses and automatically adjusts the HVAC set points every 30 seconds, ensuring that the entire Park Place complex uses the minimum energy necessary for heating and cooling as required by occupancy, weather and other conditions, while still maintaining tenant comfort.

Building Optimization is a flexible solution that manages resources effectively. It transfers the right amount of load throughout the campus while accounting for specific needs, such as having a critical load that requires a fixed chilled water temperature set point. Building Optimization complemented the automated demand response offering, LOBOS DR, that was installed at Park Place in 2010.

### The story

#### BUILDINGS WORKING INTELLIGENTLY

Since October 2015, LBA Realty has realized annual savings of over 4 million kWh at Park Place with Building Optimization. Park Place also delivers 1.4 MW of demand response capability. Perry Schonfeld, principal at LBA Realty, discussed the company's ongoing energy efforts at the 2017 Realcomm conference in San Diego. "With Pulse Building Optimization, we are fulfilling our vision of bringing intelligent buildings to life at Park Place," said Schonfeld.

## YARDI CLIENTS REPORT SUCCESS

### PINNACLE

Pinnacle is a privately held national real estate provider specializing in third-party management of multifamily communities. As one of the nation's preferred third-party managers, Pinnacle's portfolio includes more than 172,000 residential units and 2.1 million square feet of commercial assets. Headquartered in Dallas, Pinnacle has more than 4,300 employees at properties in 30 states.

Pinnacle has saved thousands of dollars annually and improved efficiency and accuracy by handling utility billing, energy management and payments on Yardi's single connected platform.

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#### The Challenge

##### UNCAPTURED POTENTIAL REVENUE

Pinnacle sought to increase efficiency in utilities management. Two specific goals were to reduce late fees and increase vacant unit cost recovery. Achieving these goals required timely and accurate information for the company's utility consumption and billing practices. Extracting information from its previous solution required extensive manual research that burdened its staff.

"We needed a system capable of automating the entire process—payables, receivables, consumption data analysis and reporting with drilldown to a granular level of detail," said Nicole Ellery, ancillary performance manager for Pinnacle.

#### The solution

##### YARDI ENERGY SUITE

Pinnacle adopted Yardi Energy Suite which includes products for utility billing, energy management and submeter data administration, for a large portion of its residential portfolio. Yardi Utility Expense Management receives, validates and completes payments for Pinnacle's utility bills. Yardi Utility Billing monitors and bills residents for their utility consumption, helping Pinnacle recover vacant unit costs, monitor usage, forecast utility revenue and cut waste with consumption alerts.

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#### The story

##### NEW EFFICIENCIES, BETTER COST RECOVERY

Yardi Energy Suite eliminated the problems associated with using a third-party utility billing provider and integrating data from multiple systems. Housing all data in Yardi Voyager as the single system of record creates a seamless experience, streamlines billing and offers complete visibility into submeter consumption data and charges on the resident ledger. It also maximizes utility billing recovery. "Fully transparent utility billing enhances resident comfort and satisfaction with on-time billing," said Ellery.

Yardi's late fee handling and reporting were an eye-opener for Pinnacle, according to Ellery. "We've saved thousands of dollars a year by nearly eliminating late fees. We'd be missing a lot of information and money without automated tracking and collection." The company can post its utility charges the day after the accounting month's end, offering the convenience of reviewing them before the first of the month. This data also helps Pinnacle comply with ENERGY STAR reporting requirements.

New efficiency for Pinnacle's staff has been another big benefit. "The automation and ease of use eliminated the time previously required for manual auditing and frees up valuable time for me to focus on other duties," said Ellery. "Without Yardi Energy Suite, I would need to hire a whole team just to handle the complexities of utility billing. The efficiencies created by Yardi have allowed us to successfully manage utility billing without hiring additional resources as our portfolio grows."

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## **READY TO POWER YOUR ENERGY STRATEGY AND HELP YOUR COMPANY SHINE?**

As our many clients across the U.S. have discovered, using a connected energy management solution supported by an award-winning ENERGY STAR partner helps reduce costs, meet compliance and keep tenants happy while achieving sustainability goals and increasing asset value.

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Contact us to discuss the  
energy management solution  
that's right for you.

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