



# Green Building Benefits

## Employee Productivity, Attraction and Retention

According to the Harvard Business Review, studies indicate that green design can increase employee productivity by as much as 15%.

When Toyota's customer service unit moved to a LEED Gold certified section of the corporate headquarters in North America absenteeism fell by 14% *(Barron's 2006)*

The 2005 Turner Market Barometer survey found that large percentages of executives 88% said that green buildings increased the health and well being of the occupants and 78% said green buildings increased worker productivity.

A remarkable 92% of young workers today want to be employed at an environmentally friendly company *(MonsterTRAK 2007 survey)*

PNC Financial Services reports that employee retention and satisfaction was 50% better in their green facility compared to that of a traditional one.

## Effect on Retail Sales

Walmart's experiments with natural lighting in lieu of synthetic light resulted not only in decreased costs but increased sales! A study of more than 100 stores showed that positioning items in natural light rather than synthetic can increase sales for those items by up to 40%!

According to KPMG's 2007 Annual Shopping Behavior Survey, 55% of those surveyed said they make a concerted effort to patronize operations that are known for being environmentally friendly. Sixty percent indicated that they are willing to pay more for environmentally friendly products.

According to the United States Green Building Council (USGBC) there is an increasing demand from retailers for green space because customers are becoming more aware of the benefits of and need for green building.

# The Value of a LEED Platinum Building

## Statistics

According to the [Harvard Business Review](#), studies indicate that the green design features of a LEED Certified building can **increase employee productivity by as much as 15%**.

These improvements are due to factors that include maximized day light and the improved indoor air quality resulting from the use of low toxin building materials. A healthier, green work environment results in less sick days and increased moral at work.

## Assumptions Made

Employees	10
Average Salary	\$35,000
Annual Payroll	\$350,000
SF Office Space	2,500

## Annual Increase in Productivity

% Increase	Payroll Equivalent	Per SF of Office Space
1%	\$3,500	\$1.40
2%	\$7,000	\$2.80
3%	\$10,500	\$4.20
4%	\$14,000	\$5.60
5%	\$17,500	\$7.00
6%	\$21,000	\$8.40
7%	\$24,500	\$9.80
8%	\$28,000	\$11.20
9%	\$31,500	\$12.60
10%	\$35,000	\$14.00
11%	\$38,500	\$15.40
12%	\$42,000	\$16.80
13%	\$45,500	\$18.20
14%	\$49,000	\$19.60
15%	\$52,000	\$21.00