



CUSHMAN &
WAKEFIELD

The World's Best Coffee and Other Lies: Why Energy Metrics Matter

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Several notices or menus are posted on the glass door, including one with the heading "MENU".



PHARMACY





CONGRATULATIONS YOU DID IT!

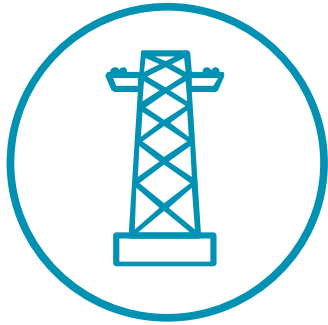
puff·er·y

/'pʌfərə/ 

noun

NORTH AMERICAN

“exaggerated advertising, blustering and boasting upon which no reasonable buyer would rely.”



Energy
Metrics



Financial
Metrics

Deutsche Bank Foundation Study (2012)

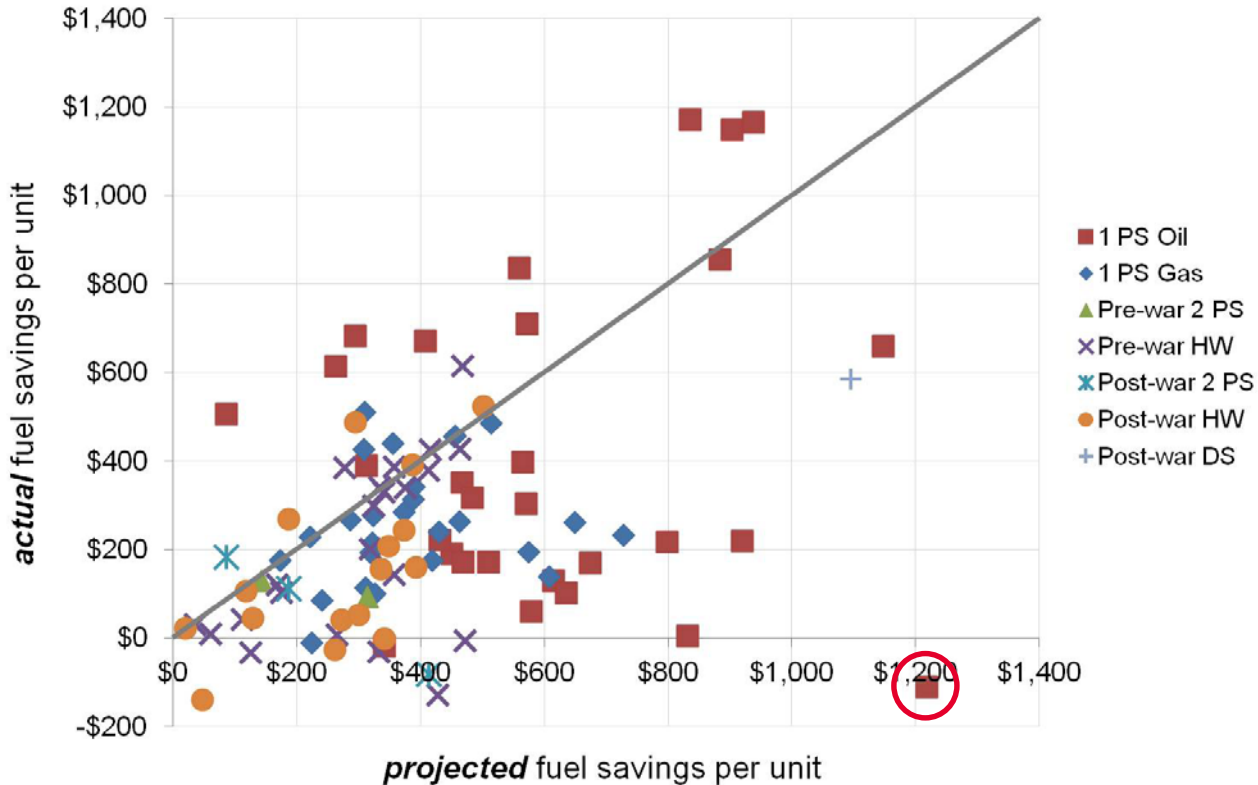


231 retrofit projects

61% realization rate



Deutsche Bank Foundation Study (2012)



Deutsche Bank Foundation Study (2012)

Three Main Reasons:

- Improper execution
- Unexpected post-retrofit behavior
- Audit over-projections





Market
Perception
Problem

What's Working?



What's on the Horizon?

TENANT
STAR

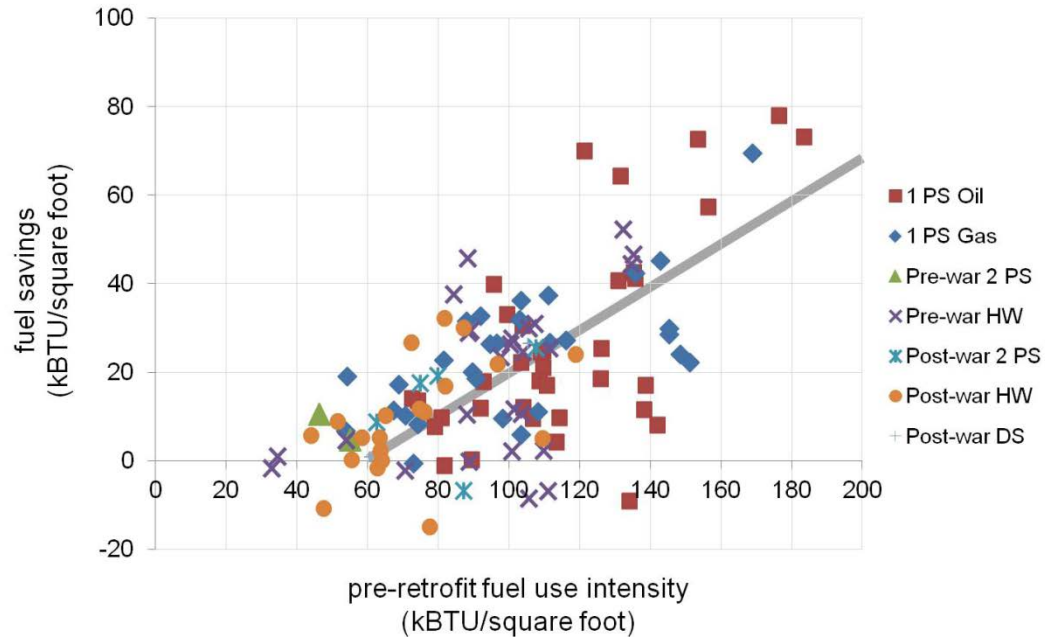


SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

What's on the Wish List?

Project underwriting rules of thumb





Questions?

WORLD'S BEST



PANELIST