

Sustainability Perceptions and Trends in Corporate Real Estate: A Survey

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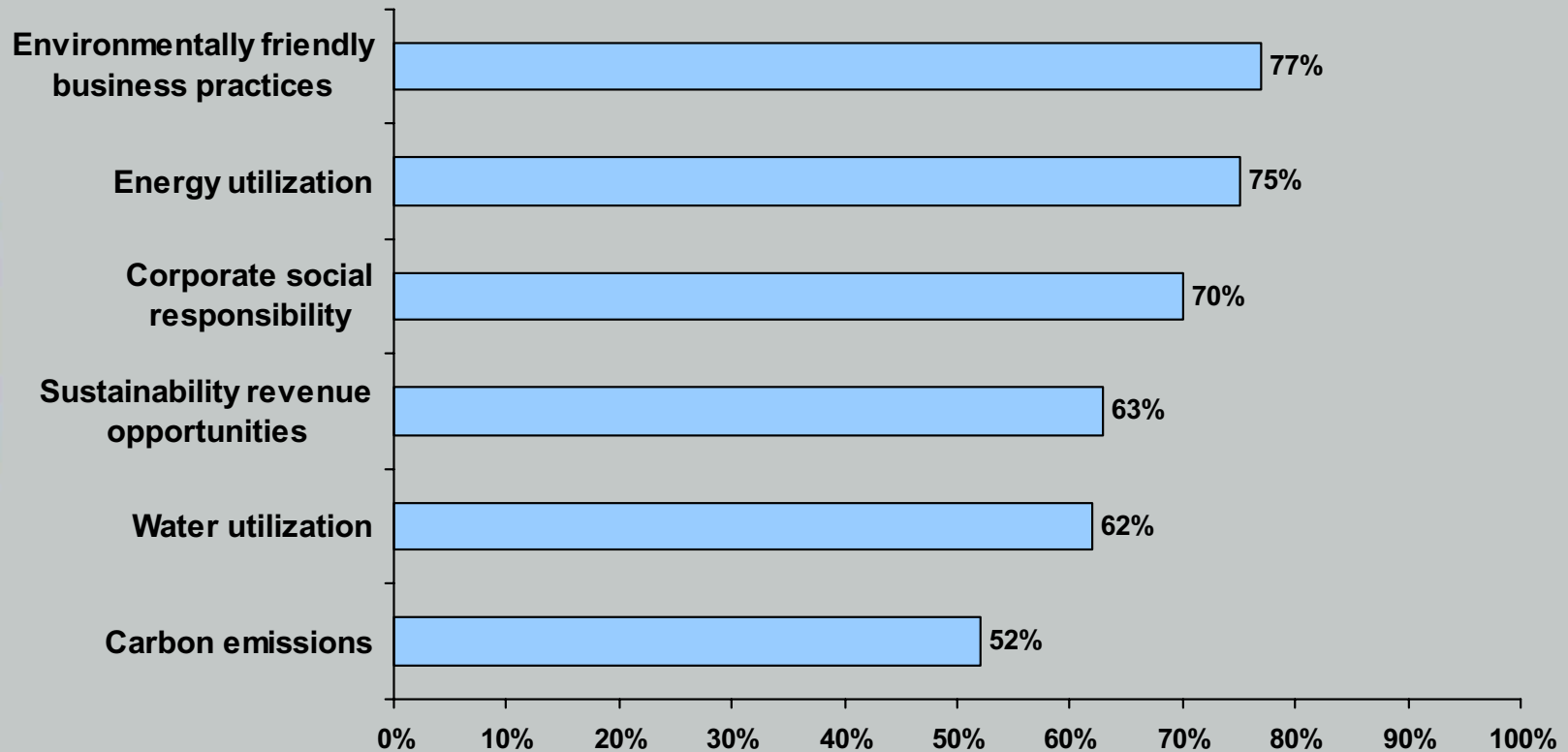
Sustainability is a near-term business issue

When will sustainability be a critical business issue to Corporate Real Estate?



Issues of most importance

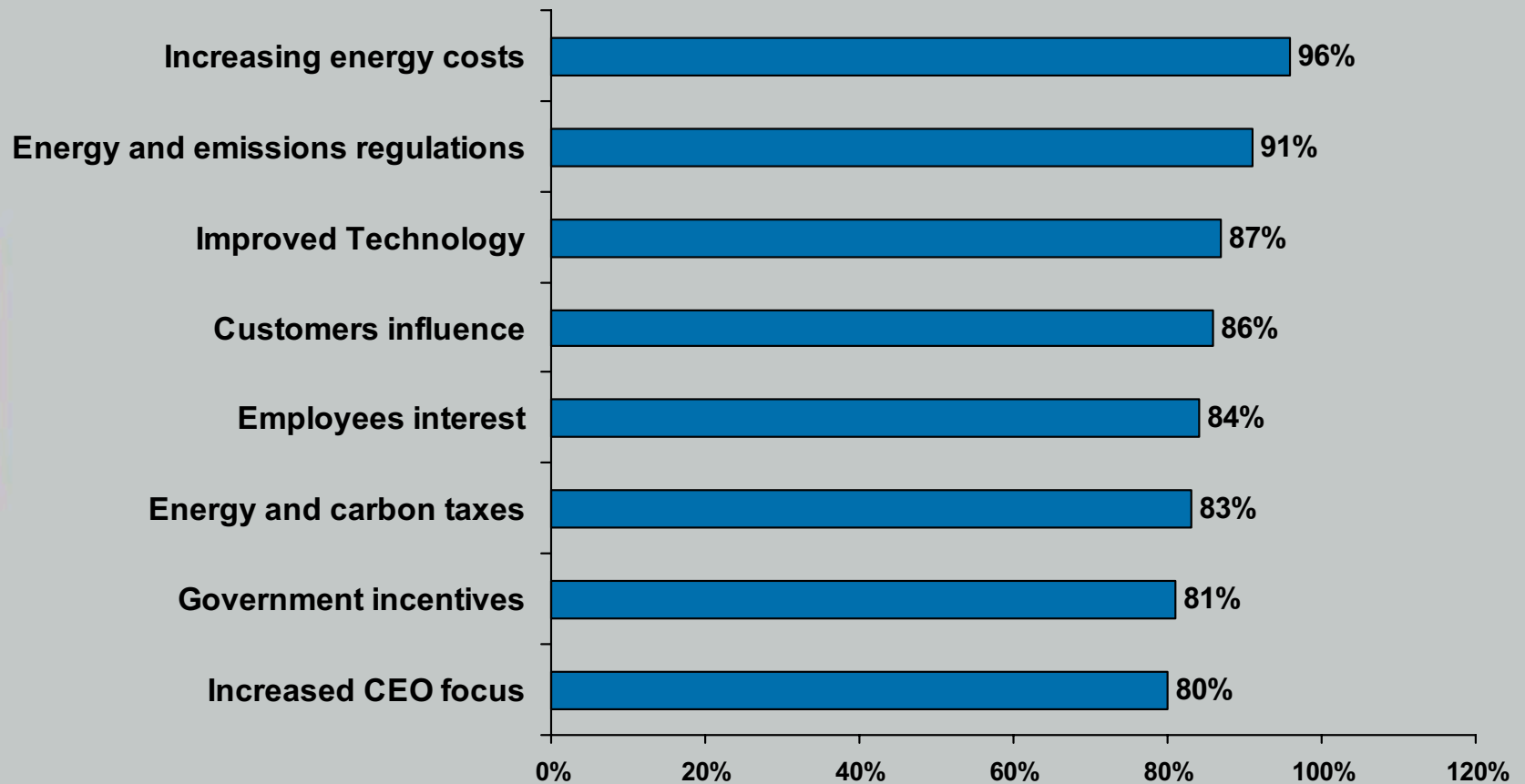
How important are each of the following to your organization?



Summary of important and very important responses

Factors that could increase importance

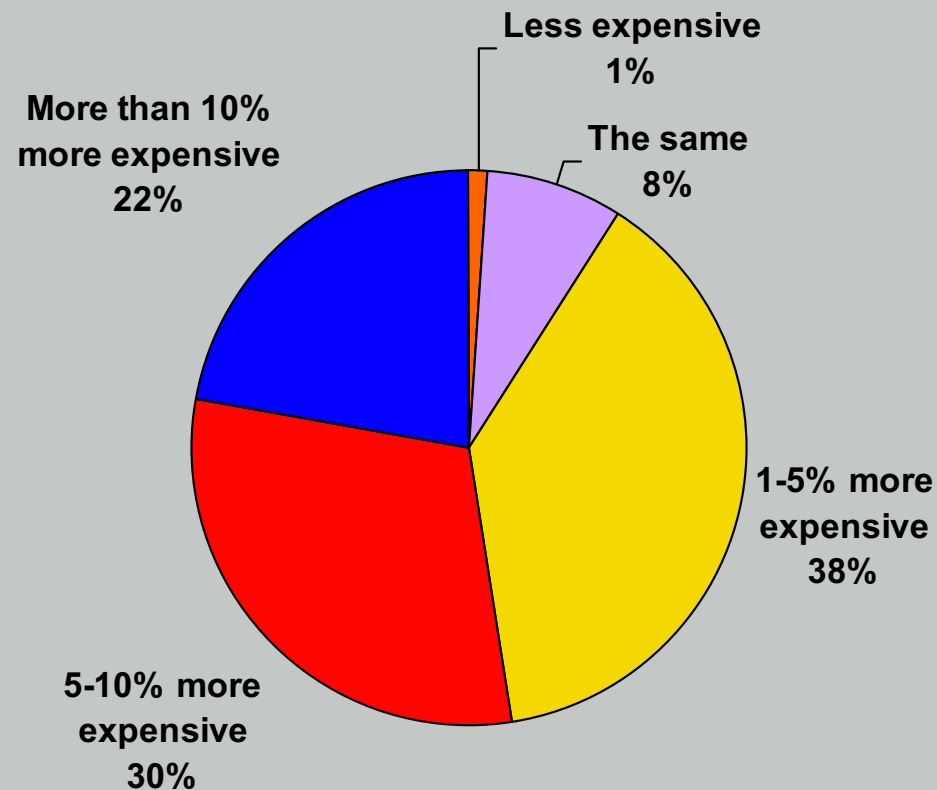
How likely are each of the following actions to impact the importance of sustainability?



Summary of somewhat likely, likely, and very likely responses

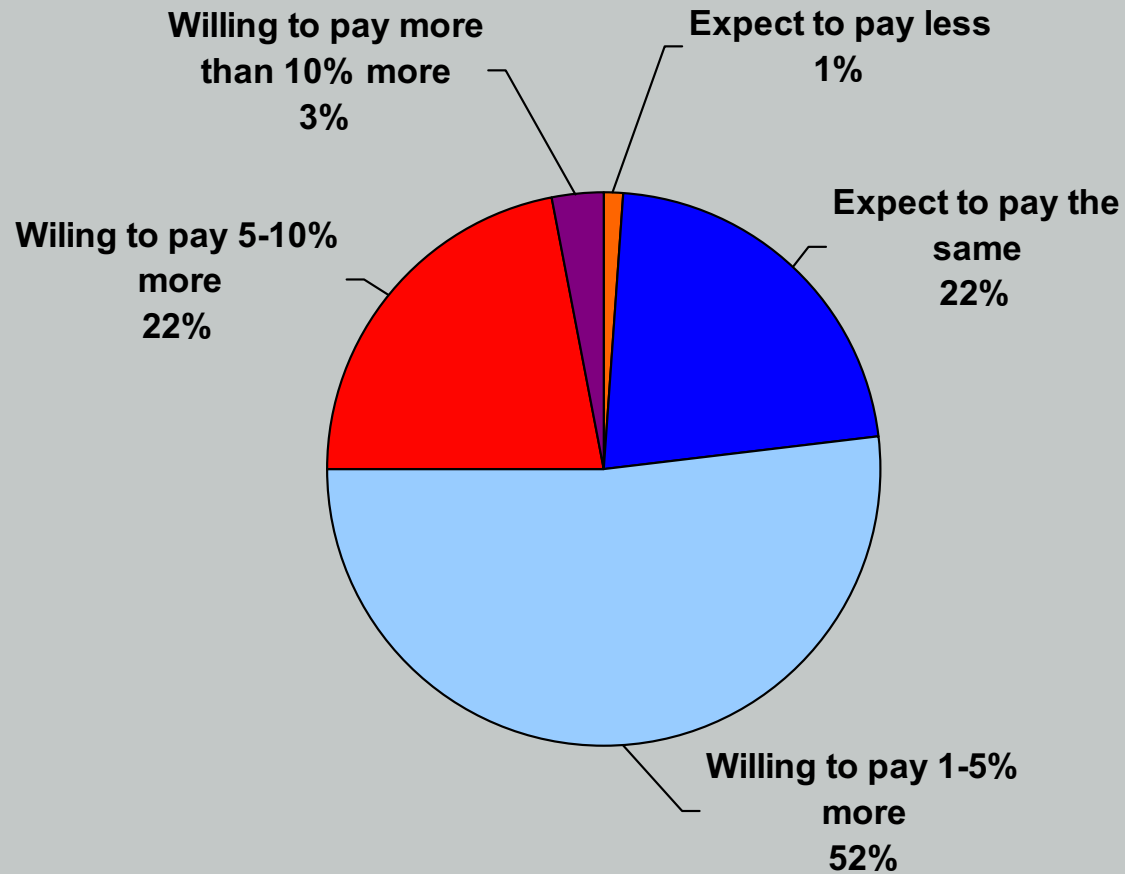
Sustainable is perceived as more expensive...

How much more do you think it costs to design, build and certify a new sustainable building?



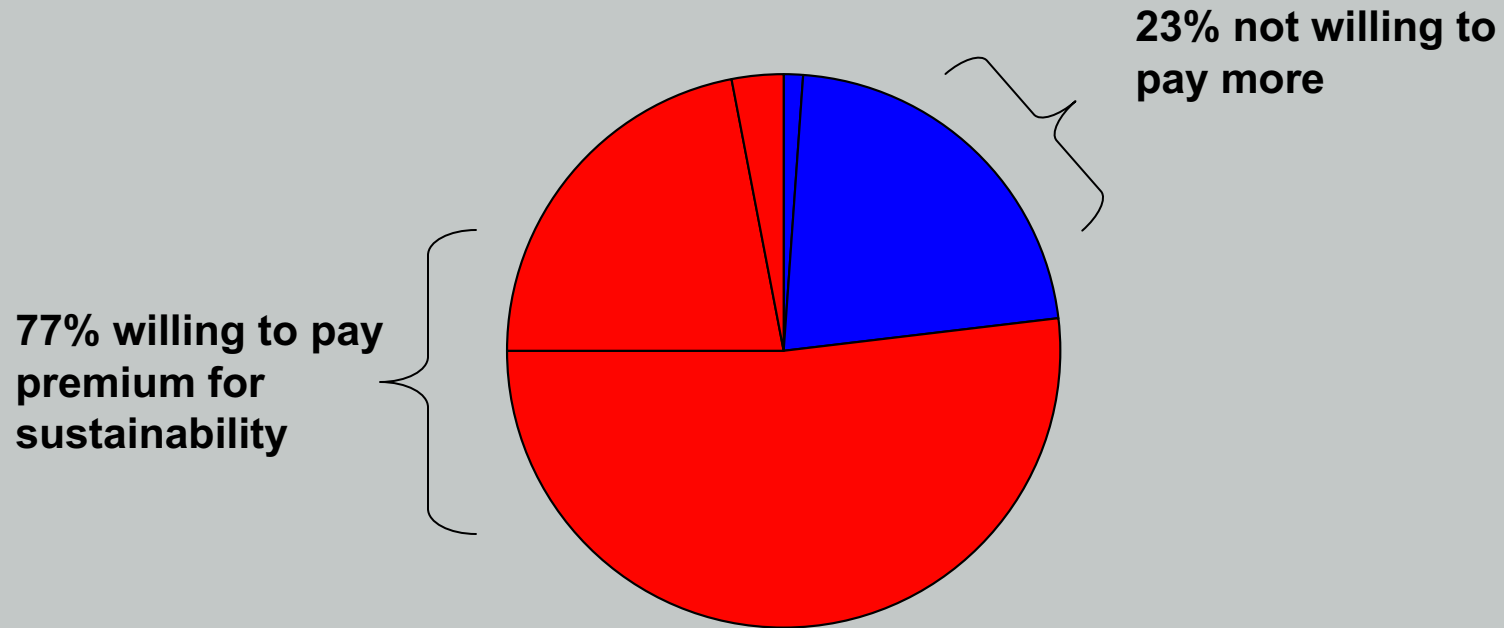
...and most are willing to pay more

How much more are you willing to pay for sustainable real estate solutions?



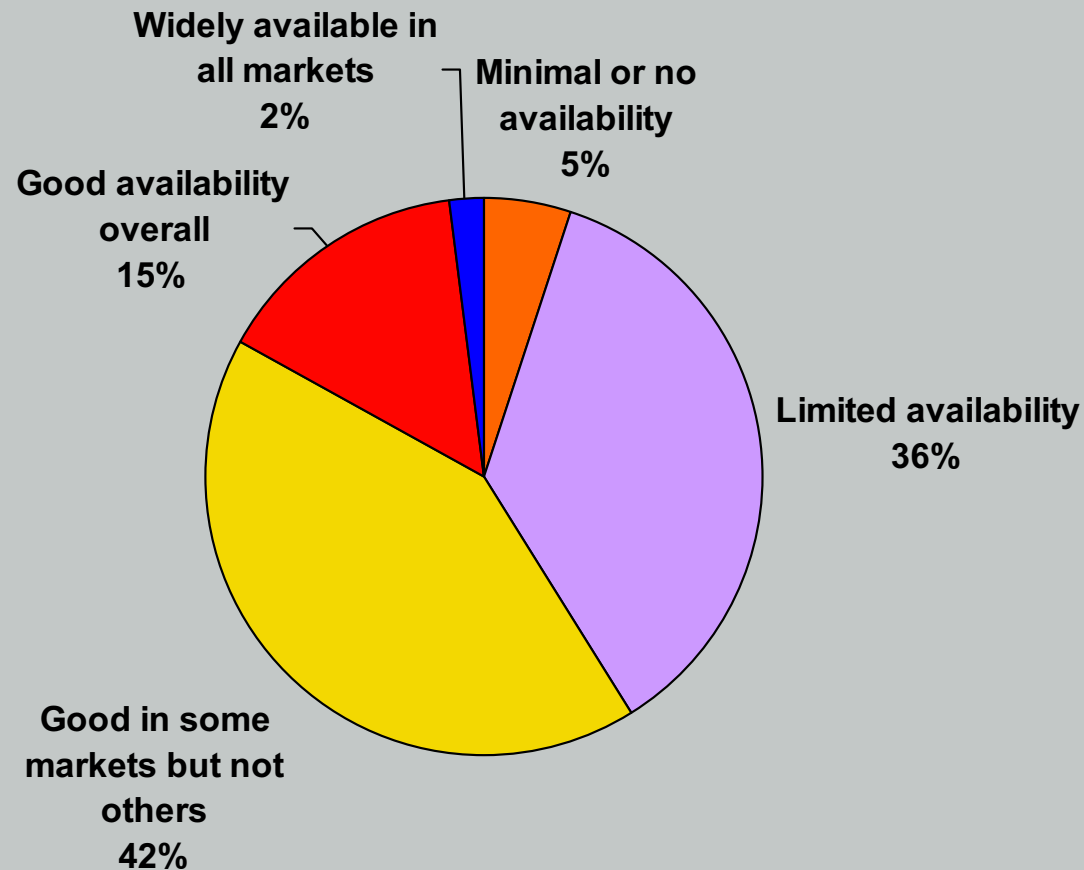
Demand and willingness to pay = opportunity

How much more are you willing to pay for sustainable real estate solutions?



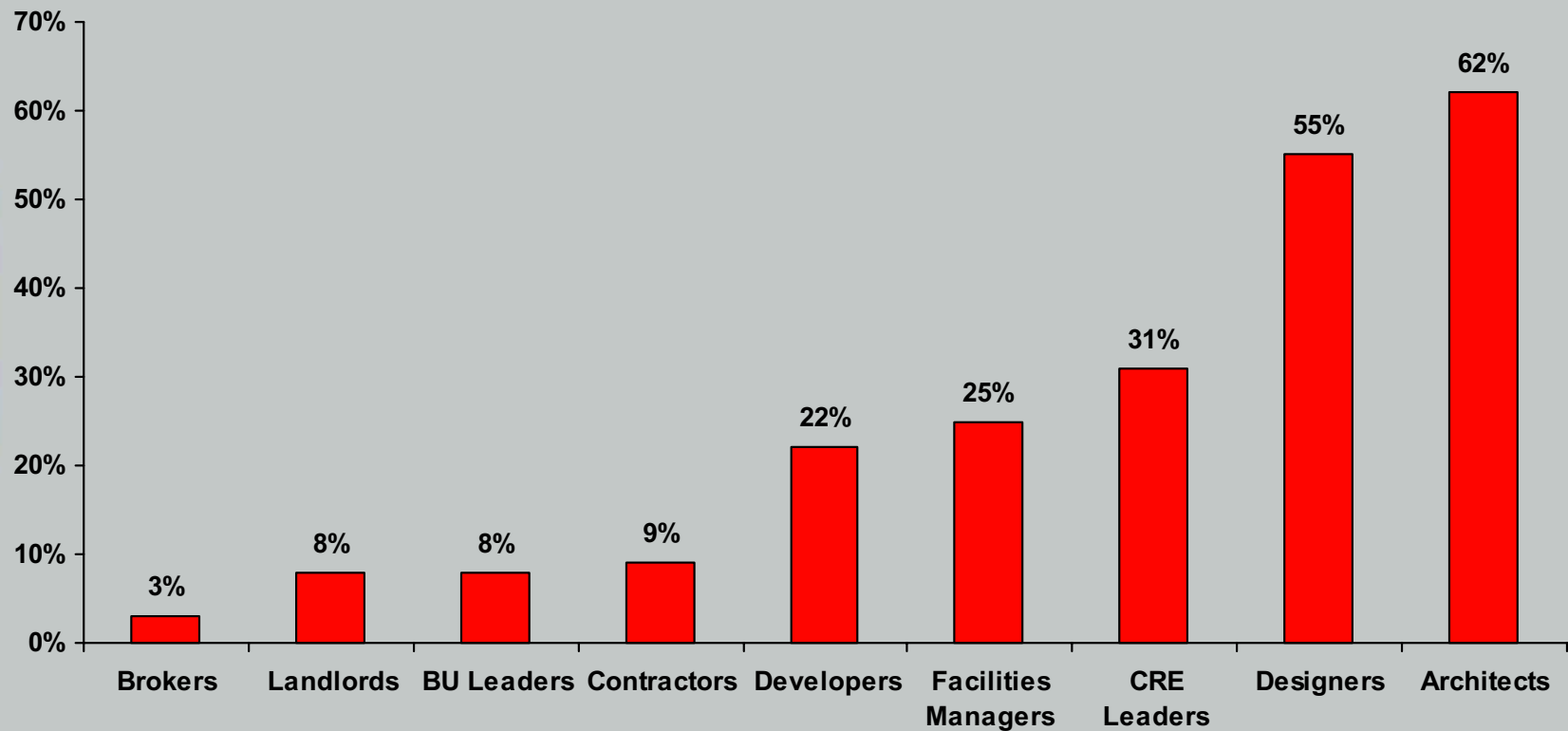
Availability remains a challenge...

What is the availability of sustainable real estate solutions?



...and the industry is not thinking ahead

How proactive are the following about sustainability?



Summary of proactive and highly proactive responses

Survey conclusions

- **Widespread understanding of the importance of sustainability**
- **A significant and immediate opportunity**
- **Now it's up to you**