

## PUTTING ENERGY DECISION MAKING IN THE HANDS OF DECISION MAKERS

When asked to identify decision-makers for energy efficiency projects, the majority of real estate organizations point to engineering technicians and operations staff. By applying real estate strategy and financial analysis to the decision-making process, AEP creates a new paradigm that elevates critical capital decisions from the boiler room to the boardroom and empowers asset managers to unlock portfolio potential through strategic energy efficiency retrofits. We call this new paradigm *Energy Asset Management*.

### Organizational Benefits of AEP

- 1 Increased operating efficiencies
- 2 Cost savings across portfolios
- 3 Informed investment analysis related to energy efficiency
- 4 Ensure regulatory compliance with reporting and disclosure requirements
- 5 Meet and exceed investor and stakeholder requirements
- 6 Plan portfolio improvements in line with leading-edge ISO standards
- 7 Align energy and portfolio strategies
- 8 Master new energy asset management methodology
- 9 Improve staff skills for energy programming
- 10 Understand specialized energy finance
- 11 Communicate effectively with tenants to navigate the split incentive
- 12 Enhanced property positioning and value

**ENERGY ASSET MANAGEMENT:** Increasing commercial property energy efficiency for the benefit of the real estate industry.

## ADVANCED ENERGY PERFORMANCE: A NEW PARADIGM FOR A CHANGING REAL ESTATE MARKET

From asset managers to corporate officers, the Advanced Energy Performance certificate program, offered by the Steven L. Newman Real Estate Institute of Baruch College, CUNY, is designed to meet the continuing education needs of real estate professionals responsible for capital budgeting decisions. By marrying the disciplines of energy efficiency retrofits and real estate strategy, this first-of-its-kind professional program shifts the decision-making paradigm from boiler rooms to boardrooms and takes energy performance from practical to profitable.

Though overrun by aging building stock, underperforming assets and economic uncertainty, the commercial real estate sector contains opportunities for hidden value. Filling a gap in asset management education, AEP teaches real estate professionals to strategically view portfolio assets through the energy lens to unleash profitability by leveraging building upgrades and sustainability strategies.

The AEP program utilizes a flexible distance-learning environment to meet the schedules of busy real estate executives. The Newman Real Estate Institute and BP Lab's established industry focus ensures a professional learning environment in an academically rigorous and collaborative setting, and access to a team of experienced real estate educators and industry experts.

Meeting the new educational needs of asset managers, AEP's core courses cover:

- Technology
- Portfolio strategy
- Finance
- Organizational, property and project management
- Legal & regulatory awareness
- Energy asset management

The AEP certificate signifies mastery of the knowledge and skill sets needed to unlock the keys to valuation, competitiveness, and socially conscious viability for long-term success in today's rapidly evolving real estate market.

## THE AEP CERTIFICATE PROGRAM

All three courses must be completed to be eligible for the certificate. Each course carries 15 continuing education credits and is New York State-accredited.

### COURSE 1 ENERGY TECHNOLOGIES AND REAL ESTATE STRATEGY

Students will learn how to frame the value and benefits of energy efficiency improvements in the context of a property or portfolio asset strategy, whether as a one-off project or part of a comprehensive energy audit. Topics will include real estate cash flow, valuation and asset strategies; energy efficiency improvement methodologies and upgrades; and the purposes, process and structure of an energy audit

### COURSE 2 ENERGY PROJECT FINANCE

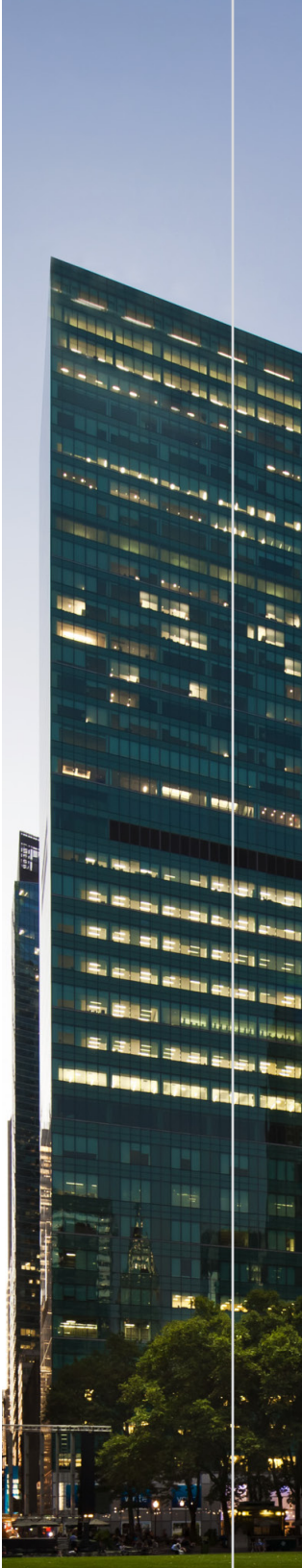
Using industry-standard financial analysis methods, students will gain the knowledge necessary to evaluate energy efficiency improvements, identify financing and incentive opportunities, and balance tenants' needs while maximizing benefits to the owners. Subject areas include quantification and measurement of energy cost savings; simple payback and life cycle costing analysis; the split incentive and the energy-aligned lease; project and equipment finance; and performance contracts.

### COURSE 3 ENERGY PERFORMANCE ASSURANCE

This course focuses on identifying performance targets and establishing critical measurement and verification systems for energy improvements, using tools such as energy budgets, key performance indicators and referencing leading-edge ISO standards, ISO 50001 and the new ISO 55000. The program concludes with an Integrated Skills Project that involves the creation of a real-world energy asset management plan, as a valuable exercise in developing a key component of long-term energy savings.

Note: All courses can be taken individually, but Courses 1 and 2 are prerequisites for Course 3.

**For pricing and registration information, please visit our website: [www.aepcertificate.org](http://www.aepcertificate.org)**

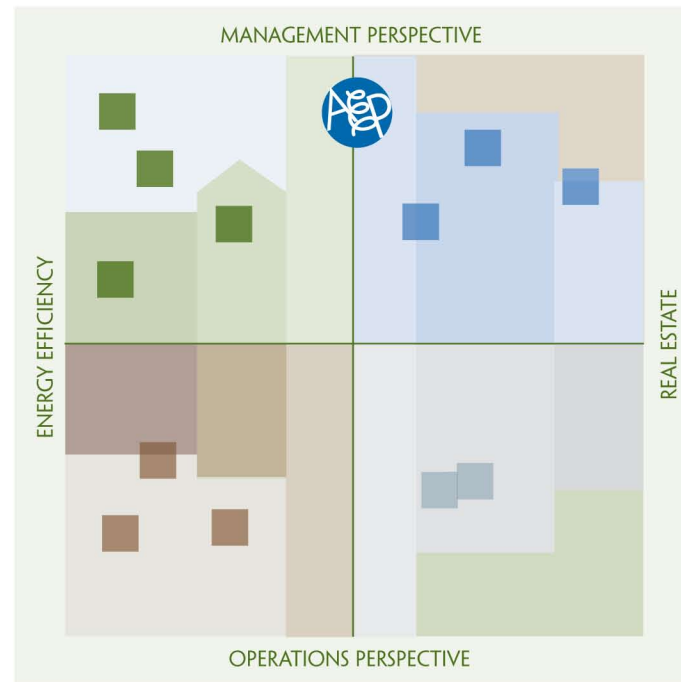




## FILLING A GAP IN TRAINING OPPORTUNITIES

Backed by rigorous academic standards and leading-edge market insights, the **Advanced Energy Performance** certificate program is the result of extensive national market research and program analysis.

Although educational opportunities independently exist. In the areas of real estate asset management and energy performance, AEP is a one-of-a-kind learning experience that bridges a critical gap in the marketplace for real estate asset managers and related professionals, combining all disciplines.



- GREEN BUILDING CERTIFICATIONS
- BUILDING PERFORMANCE CERTIFICATES
- CORPORATE REAL ESTATE SEMINARS
- FACILITY MANAGEMENT EDUCATION PROGRAMS

Educational offerings range from in-depth energy management training for building operators to advanced degrees for real estate managers and executives. While every training program has an important role to play in the buildings sector, AEP covers new ground: putting strategic energy investments and management at the center of short- and long-term portfolio planning.



*"In our many interactions with building owners and managers in NYC and across the country, we've noticed that many have not yet financed and managed large-scale, portfolio-based energy efficiency projects. We anticipate that the Advanced Energy Performance Certificate Program is well positioned to provide energy asset management training to executives and managers alike to effectively complement their current areas of expertise."*

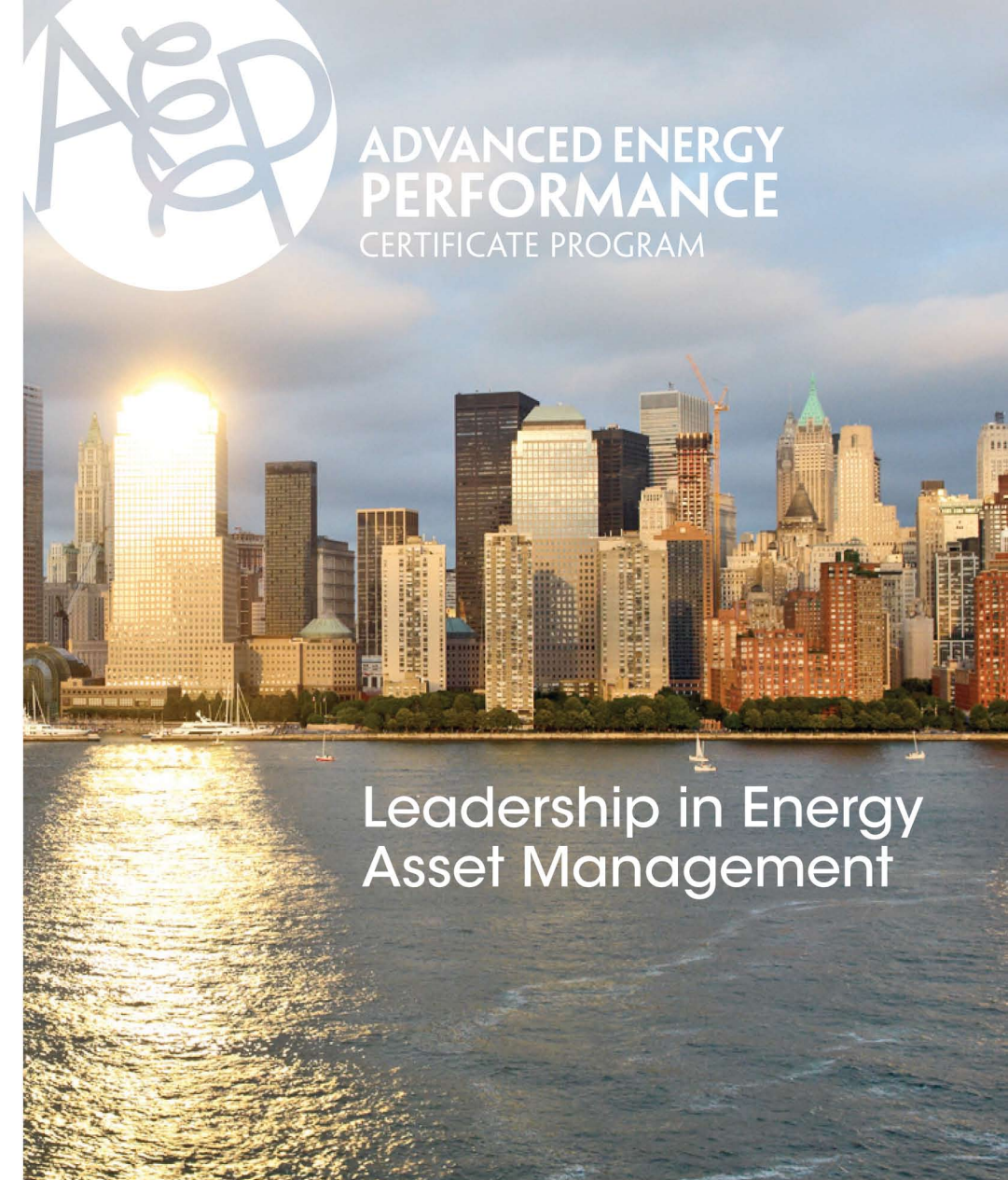
– New York Energy Efficiency Corporation

AEP was developed by and is offered through the Steven L. Newman Real Estate Institute of Baruch College and the CUNY Institute for Urban Systems Building Performance Lab with the support of the U.S. Department of Energy and the New York State Energy Research and Development Authority.

To learn more about the AEP Certificate Program visit [www.aepcertificate.org](http://www.aepcertificate.org), email [info@aepcertificate.org](mailto:info@aepcertificate.org), or contact Sara Hilska Taylor at the Steven L. Newman Real Estate Institute at 646-660-6950. Connect with the Steven L. Newman Institute at [facebook.com/NREInstitute](https://facebook.com/NREInstitute) or follow us on Twitter @NREInstitute.

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## Leadership in Energy Asset Management

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U.S. DEPARTMENT OF  
**ENERGY**

*An Online Professional Development Program  
for the Commercial Real Estate Market*

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