



S U S T A I N A B L E R H Y T H M

DISCOVER • REACH • SHARE

THE “GREEN BUILDING” MARKET IS THE FASTEST-GROWING MARKET FOR BUILDING, DEVELOPMENT, CONSTRUCTION AND MATERIALS IN THE UNITED STATES TODAY.

Today's overall green-building market is projected to more than double by 2013.

*- McGraw-Hill
Construction (2009)*

Major green renovations in the commercial building sector are projected to reach \$400B.

*- Pike Research
(2009)*

Buildings with a "green rating" average 16% higher selling prices and 6% higher premiums in effective rental rates.

*- University of California
Energy Institute Center
(2009)*

The economic recession has created a more competitive marketplace – across sectors and down entire supply chains – than ever before. Yet there is growth. Once a specialized, “niche” market, the green-building movement is now the fastest-growing market in building design, development, construction and materials within mainstream America today.

Policy and investment trends are projected to accelerate this growth, and amidst energy-price volatility and increasing “climate change” awareness, popular demand for green buildings is growing.

CAPTURING MARKET-SHARE

Though growth is aggressive, the green-building market is in many ways still in the nascent stages. Standards and expertise are evolving, as are the materials, products, designs and services available to support this market. To capture market-share, strategy and visibility are critical.





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Comprehensive efficiency retrofits are forecasted to more than triple in annual revenues to \$6.6 billion by 2013.

- Pike Research
(2009)

The global green-building materials market is projected to reach \$571 billion by 2013, despite the global economic downturn.

- NextGen Research (2009)

2008 yielded a 45 % increase in total Green-e Energy sales-volume over the previous year.

- The Center for Resource Solutions(2008 Green-e® Verification Report)

S U S T A I N A B L E R H Y T H M

With over 20 years of experience in the architecture, design, engineering and construction industries, **S U S T A I N A B L E R H Y T H M** applies green-building market expertise to help assess, implement and scale client business opportunities for market entry, growth and capture of market share.

S E R V I C E S

Working in collaboration with product companies and professional service firms, **S U S T A I N A B L E R H Y T H M** applies market research, market visioning, goals and metrics to identify realistic opportunities for aggressive opportunity development. Services include:

Situation Analysis
Perception Analysis
Strategic Planning
Opportunity Planning
Product Introduction Strategies
Product Distribution Expansion
Target-Market Analysis
Outreach Program Development
Traditional Communication Initiatives
Business Development Structuring
Green-Building Market Training