

# SERF FOR MULTI-FAMILY RESIDENTIAL

Society of Environmentally Responsible Facilities



You have done a lot to enhance the sustainability of your multi-family residential project and you want people to know it. After all, sustainability in building design and operations is becoming increasingly *demand*ed by your tenants and buyers. But how best to tell your sustainability story?



*The Stadium District  
Lansing, Michigan*

The Society of Environmentally Responsible Facilities (SERF) was founded in 2010 by real estate owners and industry professionals to provide an alternative sustainable building certification which is streamlined, easy to navigate, and affordable.

We promote the **triple bottom line** of sustainability: buildings that are good for *business* good for the *environment* and good for the *community*.

Multi-family residential buildings have a far higher floor-area ratio and occupant density when compared to single-family units. This provides huge benefits to the environment and is economical in terms of per capita reduction in material consumption, and energy demands for heating, cooling and lighting, reduction in urban sprawl, and preservation of undeveloped land. In

addition, it allows the use of high efficiency heating mechanisms such as district heating that further increases energy efficiency. These benefits combined with lower operational costs and increased health and comfort of green multi-family buildings can greatly increase the attractiveness of these dwellings.

In addition the occupant behavior relating to responsible energy usage and efficient waste management practices can significantly impact building performance. Thus, creating *occupant awareness* is essential and recognized accordingly by SERF.



*Harbor Terrace  
Ludington, Michigan*

Thus our drive to recognize and promote *Practical Environmental Stewardship*<sup>™</sup> does not end with the certification process. We work with certified property owners, managers and leasing agents in the research and production of materials, including property *Profiles* and *Case Studies*, to tell your sustainability story.



[SERFgreen.org](http://SERFgreen.org)

These materials, which we produce in colorful and engaging hard copy and electronic form, have proven a valuable tool in communicating essential, but often hidden, sustainable materials, systems and processes to multiple audiences which include both existing and prospective residents.

SERF's approach is, by design, in marked contrast to that of the United States Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) certification, although SERF supports the USGBC's mission and their success in making sustainable design and operations an industry priority.

Depending on the needs and history of the facility, SERF allows either a *prescriptive* or *performance* based path to certification. The sustainability benchmarks used in the process are a smart blend of proprietary standards resulting from SERF's own research, third party standards such as *Energy Star*, ASHRAE, ANSI, BIFMA, as well as industry-specific standards.

Further, by the use of SERF's dynamic scoring system eliminates requirements which are impractical or cost prohibitive to implement, especially in the case of existing facilities.

The process is structured to eliminate the necessity of using third party consultants such as commissioning agents and building energy stimulation consultants for the purpose of documentation. Additionally, SERF requires only minimal documentation for the entire process.

SERF understands the unique needs of multi-family residential structures and has industry-tested its certification standards them before releasing them. Certification standards are logical and represent forward-thinking in facility design. SERF understands true *Practical Environmental Stewardship*™ is to work with property owners to evaluate underlying limitations, payback and budget to determine the best path to sustainability.



**For more information about SERF, contact us at 517.337.8367 or online at [SERFgreen.org](http://SERFgreen.org)**



*Campus Village College Station  
College Station, Texas*

