

# SERF FOR RETAIL

SOCIETY OF ENVIRONMENTALLY RESPONSIBLE FACILITIES



You have done a lot to enhance the sustainability of your retail building and you want people to know about it. After all, sustainability in building design and operations is becoming increasingly *demanded* by tenants and, more to the point *their customers*. But how best for you and your tenants to tell your sustainability story?

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*.

Our drive to recognize and promote *Practical Environmental Stewardship™* 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.



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:

- Your employees
- Tenants
- *Prospective tenants*
- Your tenant's *customers*
- Government agencies, including local planning boards
- Shareholders
- Community at large



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

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 ASHRAE, ANSI, BIFMA, USDA, as well as industry-specific standards.



Further 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. Examples would include implementing high embodied energy actions such as tearing up fully functional parking lots to replace with permeable paving, demolition and reconstruction to increase building envelope thermal insulation by insignificant amounts etc.

The process is structured to eliminate the necessity of using third party consultants such as commissioning



agents and building energy simulation consultants for the purpose of documentation. Additionally, SERF requires only minimal documentation for the entire process.

SERF understood the unique needs of commercial buildings and has industry-tested them before releasing its certification standards. Certification standards are logical and represent forward-thinking in facility design. SERF understands that true *Practical Environmental Stewardship*<sup>TM</sup> 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).**

