

BENCHMARKING LEADS TO EASY ENERGY STAR RECOGNITION

Colwell Building
Minneapolis

With a score of 79, the Colwell Building in the North Loop is Minneapolis' newest ENERGY STAR certified building. Gretchen Lundberg, who was in charge of the building's application, says that for Minneapolis office buildings, certification is a must, "Prospective tenants ask if we're LEED or ENERGY STAR certified." Now, she can answer that question with an emphatic 'yes!'

As an assistant general manager of property management with Jones Lang LaSalle (JLL), Gretchen first started her ENERGY STAR journey with the City's energy benchmarking ordinance. This policy requires large commercial buildings to benchmark energy use and report this information to the City. Through benchmarking the building, she was able to learn just how efficient the building is. Now, she can utilize the ENERGY STAR certification to highlight Colwell's high energy performance over comparable buildings, and as a result, utility costs are better managed.

The property took advantage of the City's ENERGY STAR certification grant, which provides \$500 towards an \$800 certification site visit, and was pleased with the process. "It's been pretty easy. When I had questions, I received a quick response." Overall from the initial inquiry email to receiving the plaque, it took a little over 4 months for the building to be certified.

With the Colwell Building certification application under her belt, Gretchen is now looking to certify other buildings in JLL's portfolio such as 510 Marquette, which has not been ENERGY STAR certified since 2012. Benchmarking buildings annually has given her insight into her buildings' performance, and the ENERGY STAR certification grant program provided the impetus to highlight that high performance. She considers ENERGY STAR a differentiator for her buildings in today's market. "It shows that a building is better for the environment. It uses less energy and costs less." In a market that increasingly values energy, the environment, and cost, ENERGY STAR certification is a win-win-win for building owners and tenants.

COLWELL BUILDING STATS

Address	123 3rd St. N.
Year Built	1911
Size	193,745 square feet
Building Use	Office
Building Manager	Jones Lang LaSalle
ENERGY STAR Score (calendar year 2015)	79



“ENERGY STAR is a great marketing tool. Certification was worth the 5 hours of my time it took to complete the application process.”

Gretchen Lundberg
Property Management
JLL



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