

CBEI Broker Training Project

2015 Building Technologies Office Peer Review



Project Summary

Timeline:

Start date: May, 2014

Planned end date: April, 2016

Key Milestones

1. Broker training course approved; 8/14
2. First training course delivered; 12/9/14
3. Provided summary of survey feedback to CBEI for Go/No Go decision; 1/30/2015
4. Provided proposed delivery partner & final market strategy to CBEI for review/approval; 3/15/2015

Budget:

Total DOE \$ to date: \$167,432

Total future DOE \$: \$457,568

Target Market/Audience:

Commercial real estate brokers nationwide

Key Partners:

CBEI/University of Pennsylvania	Institute for Market Transformation
Brandywine Realty Trust	Jones Lang LaSalle
Liberty Property Trust	Newmark Grubb Knight Frank
CBRE	Savills Studley
Colliers International	Tactix
Cushman & Wakefield	Mayor's Office of Sustainability, City of Philadelphia

Project Goal:

Increase the commercial brokers' understanding of energy efficiency measures to better facilitate both owners and tenants by creating a training course for commercial real estate agents focused on energy efficiency and the impact of benchmarking regulations, and provide that training to as many commercial brokers as possible.

Purpose and Objectives

Problem Statement:

Commercial real estate brokers play a critical role in enabling energy efficiency in commercial buildings. Yet most lack the knowledge of how to make energy efficiency work for both the owner and tenant. In fact, building owners often cite brokers as internal barriers to energy efficiency because of their knowledge gap and resulting focus on other deal parameters.

Target Market and Audience:

Commercial Real Estate Brokers

Impact of Project:

- Provides commercial brokers with a competitive advantage in terms of sustainability/energy efficiency/green credentials and market knowledge.
- Provides brokers with knowledge about EnergyStar ratings, LEED, split incentive issues between owners and tenants, and benchmarking disclosure laws.
- Increases uptake of energy efficient investments through better informed market participants.

Approach

Approach:

Convened a steering committee of stakeholders, including property owners, commercial brokers and government officials to inform the development of materials and a marketing strategy for the training.

Key Issues:

Commercial brokers need to be incentivized to attend a course about energy-efficiency because they are generally transaction-oriented.

Distinctive Characteristics:

- This project is uniquely focused on educating commercial brokers to accelerate demand for energy efficient buildings.
- This training provides continuing education credit for commercial brokers which incentivizes their engagement.

Progress and Accomplishments

Lessons Learned:

- Continuing education in Pennsylvania renews on a 2-year cycle, and the next license renewal cycle ends in May 2016.
- Most brokers usually procrastinate in signing up for their CEU credits until the deadline is near. It was difficult to get brokers to attend the broker training course this year since they have another year to complete their mandatory CEU.

Accomplishments:

- Developed a continuing education course for brokers.
- Applied for and received accreditation to establish continuing education credit from the Commonwealth of Pennsylvania's Real Estate Commission on 8/22/14.
- Surveys indicate market response to the course is positive.
- Gathered course feedback to refine materials and to develop strategy for deployment going forward.

Progress and Accomplishments

Market Impact:

The course was taught five times during this year.

- CBRE, November 21, 2014: 30 brokers
- Savills-Studley, December 9, 2014: 12 Brokers
- Arlington, Virginia, February 11, 2015: 13 Brokers
- Arlington, Virginia, March 11, 2015: 12 Brokers
- Jones Lang LaSalle, March 17, 2015: 3 Brokers

Awards/Recognition:

We received certification to teach the course for continuing education credit from the Pennsylvania State Real Estate Commission.

Training Sessions to Date



CBRE
November 21, 2014

Savills-Studley
December 9, 2014

Arlington, Virginia
February 11 and March 11,
2015

Jones Lang LaSalle
March 17, 2015

Brokers engaged and trained: 65+

Initial outcome: brokers applying for 2015 or 2016 Green Lease Leader recognition by IMT and DOE Better Buildings Alliance.

(www.greenleaseleaders.com)

Project Integration and Collaboration

Project Integration:

We created a steering committee of local stakeholders, including local property owners, commercial brokers (which included 10 CoStar Power Broker award winners) and Philadelphia City officials.

Partners, Subcontractors, and Collaborators:

CBEI/University of Pennsylvania, Institute for Market Transformation, Brandywine Realty Trust, Liberty Property Trust, Jones Lang LaSalle, Newmark Grubb Knight Frank, CBRE, Savills Studley, Colliers International, Tactix, Cushman & Wakefield, Mayor's Office of Sustainability, City of Philadelphia

Communications:

None

Next Steps and Future Plans

- Identify additional market delivery partners in Pennsylvania and other states to begin training commercial brokers nationwide.
 - Train-the-trainer style course delivery
- Leverage market delivery partners to deliver additional training sessions, including developing partnerships with national broker trade associations. Deliver course material in multiple training sessions with a goal to reach 100+ commercial brokers.
- Deliver final report of lessons learned, final curriculum, and final marketing strategy that includes evaluating independent training options (e.g. National Training and Education Resources and other NGOs) for CBEI review/approval.
- Develop future deployment strategy.

REFERENCE SLIDES

Project Budget

Project Budget: \$625,000

Variances: None

Cost to Date: \$167,432 (84%)

Additional Funding: None

Budget History

CBEI BP3 (past) 2/1/2013 – 4/30/2014		CBEI BP4 (current) 5/1/2014 – 4/30/2015		CBEI BP5 (planned) 5/1/2015 – 4/30/2016	
DOE	Cost Share	DOE	Cost Share	DOE	Cost Share
\$0	\$0	\$200,000	\$0	\$425,000	\$0

CBEI – Consortium for Building Energy Innovation (formerly EEB Hub)

BP – Budget Period

Project Plan and Schedule

WBS	SOPO M/GN	Name (Task, Project, Milestone)	Start Date	Finish Date	FY14 Q3		FY14 Q4			FY15 Q1			FY15 Q2		Apr
					May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	
4.5		Broker Training	5/1/2014	4/30/2014	[Gantt bar spanning May 2014 to April 2015]										
4.5.1		Develop Roll-out Plan*	5/1/2014	6/30/2014	[Gantt bar spanning May 2014 to June 2014]										
1		Hold kickoff meeting with CBEI	5/9/2014	5/9/2014	[Task bar spanning May 9, 2014]										
2	M4.5.a	Draft roll-out plan & provide to CBEI for review/approval	5/1/2014	6/15/2014	[Task bar spanning May 1, 2014 to June 15, 2014]										
3	M4.5.b	Resolve CBEI comments and finalize roll-out plan	6/16/2014	6/30/2014	[Task bar spanning June 16, 2014 to June 30, 2014]										
4.5.2		Refine Curriculum	7/1/2014	7/31/2014	[Gantt bar spanning July 2014 to July 2014]										
1		Hold session to obtain participant feedback on IMT curriculum	7/1/2014	7/15/2014	[Task bar spanning July 1, 2014 to July 15, 2014]										
2		Resolve participant feedback and refine curriculum	7/16/2014	7/31/2014	[Task bar spanning July 16, 2014 to July 31, 2014]										
3	M4.5.c	Provide summary of feedback and curriculum changes to CBEI for review/approval	7/31/2014	7/31/2014	[Task bar spanning July 31, 2014]										
4.5.3		Establish Continuing Education Credits	7/1/2014	1/31/2015	[Gantt bar spanning July 2014 to January 2015]										
1		Work with accreditation bodies to demonstrate value	7/1/2014	12/31/2014	[Task bar spanning July 1, 2014 to December 31, 2014]										
2		Incorporate feedback into curriculum	1/1/2015	1/30/2015	[Task bar spanning January 1, 2015 to January 30, 2015]										
3	M4.5.d	Provide continuing education credit approach to CBEI	1/31/2015	1/31/2015	[Task bar spanning January 31, 2015]										
4.5.4		Conduct Training	8/1/2014	10/31/2014	[Gantt bar spanning August 2014 to October 2014]										
1		Hold first training session	8/1/2014	8/31/2014	[Task bar spanning August 1, 2014]										
2		Conduct post-training survey and analyze results	9/1/2014	10/31/2014	[Task bar spanning September 1, 2014 to October 31, 2014]										
3	GN4.5.1	Provide summary of survey feedback to CBEI for go/no-go decision	10/31/2014	10/31/2014	[Task bar spanning October 31, 2014]										
4		Conduct remaining training sessions and surveys	11/1/2014	12/15/2014	[Task bar spanning November 1, 2014 to December 15, 2014]										
5		Analyze surveys and refine curriculum, as necessary	11/15/2014	12/20/2014	[Task bar spanning November 15, 2014 to December 20, 2014]										
4.5.5		Develop market strategy	5/1/2014	2/28/2015	[Gantt bar spanning May 2014 to February 2015]										
1		Provide list of market delivery partners (no less than five) for review/approval by CBEI	6/1/2014	6/30/2014	[Task bar spanning June 1, 2014 to June 30, 2014]										
2		Develop market strategy to include proposed cost & revenue streams for CBEI review/approval	7/1/2014	12/31/2014	[Task bar spanning July 1, 2014 to December 31, 2014]										
3		Solicit feedback from potential delivery partners and refine market strategy	1/1/2015	2/28/2015	[Task bar spanning January 1, 2015 to February 28, 2015]										
4	GN4.5.2	Provide proposed delivery partner & final market strategy to CBEI for review/approval	3/1/2015	3/1/2015	[Task bar spanning March 1, 2015]										
4.5.6		Final Report & Supporting Materials	3/1/2015	3/31/2015	[Gantt bar spanning March 2015 to March 2015]										
1		Deliver final report of lessons learned, final curriculum, final market strategy for CBEI review/approval	3/1/2015	3/31/2015	[Task bar spanning March 1, 2015 to March 31, 2015]										
2		Develop supporting fact sheets and implementation guides for CBEI	4/1/2015	4/30/2015	[Task bar spanning April 1, 2015 to April 30, 2015]										

BP – Budget Period for Consortium for Building Energy Innovation (formerly EEB Hub)