



NEWS RELEASE

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Shorenstein “Flips the Switch” on Energy Awareness Among Tenants

San Francisco, CA – November 1, 2011 – Shorenstein Realty Services has rolled out the first phase of a targeted energy conservation education program, aimed at its thousands of tenants across the country, by conducting an energy awareness roadshow at several of its buildings.

Titled “*Flip the Switch*,” the roadshow event, which is expected to wrap up its nationwide tour next month, focuses primarily on energy conservation but also introduces tenants to the environmental importance of sustainability as well as its long-term financial benefits.

According to Lisa Mize, a senior vice president with Shorenstein and the chairman of the committee responsible for the program, the roadshow event has been enthusiastically embraced by tenants, many of whom already follow energy conservation practices at work and at home.

“We have found our tenant audiences to be very receptive to the information contained in the *Flip the Switch* tour. Most of the strategies included in the tour are behavioral modifications that have the potential to contribute substantially to a reduction in energy efficiency. After hearing about the impact of these small, very accessible actions, our tenants leave the tour enthused about sharing the information in their office and, we hope, at home,” said Mize.

In order to ensure the sustainability of the concepts and strategies discussed in the tour, each roadshow event includes regular tenant follow-up by Shorenstein Realty Services, the property management arm of Shorenstein Properties. *Flip the Switch* will be followed by the launch later this month of a “green” site which highlights tour details as well as resources and materials for tenants to use to implement reduction strategies. The website will house information on the spectrum of sustainability from recycling to water conservation and sustainable purchasing.

Tenants attending *Flip the Switch* events in Washington DC and San Francisco had this to say about the tour:

- “Ours is a small office but I found several useful and previously unknown tips for saving electricity. Two that I used immediately: unplugging unused items as they use electricity even when powered off and turning off photocopiers at night,” said Susan Spaner of RMR Construction in San Francisco.
- “When we built out our space in January we incorporated low energy lighting, motion censored light switches, and other energy saving electronic devices but *Flip the Switch* gave us suggestions on how to further reduce our energy consumption by doing simple things like turning off computers at night, unplugging devices when not in use, reducing the number of printers and fax machines by sharing equipment, and installing timers. Doing even these small things can affect our energy consumption,” said Vicki Hall, an executive assistant with the Managed Funds Association in Washington, DC.

The event centered around presentations designed to raise tenant awareness as well as offering tenants reduction strategies with a range of implementation costs and potential savings scaled from those requiring little to no capital to implement to strategies that require more significant capital and time.

Tenants receive a package of supporting materials designed by McLean, Va-based SalesUp Inc. According to John Schwarzman, a vice president with SalesUp: “*Flip the Switch* takes a highly innovative approach to educating building tenants about the savings they can accrue by taking even modest steps in conserving energy and it provides a practical, informative step-by-step guide that any organization can use.”

Flip the Switch is just the latest initiative taken by Shorenstein to cement its commitment to sustainability in its buildings. The company has long participated in programs to benchmark its buildings against industry best practices in energy management and sustainability, such as ENERGY STAR and BOMA’s 7-Point Plan, and it has successfully achieved certification under the US Green Building Council’s LEED program for almost a dozen of its buildings. Shorenstein is also a regular [participant in the Environmental Defense Fund’s Climate Corps program](#), which assigns MBA candidates with an interest in sustainability to companies and public institutions to pursue immediate energy savings.

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About Shorenstein

San Francisco-based Shorenstein Properties LLC (www.shorenstein.com) is one of the oldest and most successful private real estate investment companies active throughout the United States in the acquisition, development, ownership and management of office and mixed-use properties. Since its beginning in 1924, the company has evolved from a regional real estate operating company to an active national investor and manager of commingled institutional capital. Shorenstein provides asset management, leasing, property management and construction services to the properties in its portfolio through its wholly owned property services affiliate, Shorenstein Realty Services