

# AN UNPRECEDENTED OPPORTUNITY

[www.imt.org](http://www.imt.org)

The Institute for Market Transformation (IMT) is a national 501(c)(3) nonprofit organization that catalyzes widespread and sustained demand for high-performing buildings.

We specialize in driving action at the intersection of real estate and public policy to make buildings more productive, affordable, valuable, and resilient.

## NOW IS THE TIME TO ACT ON EFFICIENCY

From our homes and offices to our hospitals, schools, restaurants and stores, every day we make decisions that influence whether or not our buildings are efficient. By improving a building's energy efficiency, we improve its affordability, health, comfort, and resiliency.

At the Institute for Market Transformation (IMT), we know that efficiency technology and best practices that are available today can reduce energy use across U.S. commercial, industrial, and multifamily buildings by 30 percent or more by 2030. This, in turn, will:



dramatically reduce carbon emissions



boost property value while also increasing affordability



save billions of dollars



create thousands of jobs and supercharge economic growth



improve quality of life across all of society

## IMT MAKES AMBITIOUS GOALS A REALITY

IMT is the leading national nonprofit organization dedicated to energy efficiency in new and existing buildings. We know that buildings offer an unprecedented opportunity to meet a range of ambitious targets and improve the quality of life for everyone.

A deep understanding of real estate and policymaking enables IMT's staff to overcome common barriers to widespread deployment of efficient practices.

- IMT creates paths to broad and deep whole-building energy reductions across a wide selection of geographies and jurisdictions.
- IMT crafts and activates local networks to deploy efficiency faster and deeper in all stages of building use, from financing, design, and construction through occupancy, tenant turnover, renovation, and disposition.
- IMT works to enable efficiency in buildings and regions where it would otherwise not be a priority.



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## WHAT MAKES IMT DIFFERENT

IMT's experts are passionate about unleashing the full potential of energy-efficient buildings at a pace never seen before. We are leaders in responding to market conditions with our eye on two main outcomes.

- We accelerate demand for high-performing buildings through ambitious and pragmatic policies and programs that maximize return on efficiency investments.
- We spur the people who design, build, own, repair, operate, and finance buildings to make efficiency standard business operation.

## WHAT SETS IMT APART IS ITS THREE-PRONGED APPROACH.

### IMT IS COMMUNITY GROUNDED.

IMT is a national nonprofit organization that prioritizes local action. Whether working to improve energy decisions in a single building, across a real estate portfolio, or throughout a jurisdiction, we zero in on local market conditions to leverage strong partnerships and customize solutions that drive demand for high-performing buildings. Through expert and comprehensive analysis of local market conditions, we identify pathways to unleash the vast untapped potential of high-performing buildings.

### IMT UNDERSTANDS STAKEHOLDER PRIORITIES.

IMT adeptly connects the dots between high-performing buildings and the key priorities of building decision makers. Energy efficiency is a key pathway to meeting top existing municipal and real estate priorities, including producing timely return on investment, boosting net operating income, improving investor and tenant retention, spurring job creation and economic development, accelerating climate adaptation and mitigation, and increasing social equity. IMT's work puts this knowledge into daily practice.

### IMT IS MARKET DRIVEN.

Showing how to capture, disseminate, and reward efficiency at key points in a building's lifecycle—financing, design, construction, commissioning, rental and tenant turnover, sale, and renovation—lies at the core of IMT's strategy. As such, IMT deliberately engages a range of key decision makers in its work, including government leaders, landlords, tenants, financiers, utilities, and energy service providers, to align their objectives and build vibrant local marketplaces for efficient buildings.

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## LET'S GET STARTED

IMT's focus on market transformation ensures that the benefits of efficiency are widespread, lasting, and continually improving for all. Contact us today to learn how we can drive this transformation together.

