

A BUILDING
(THE ONE YOU'RE IN,
OR DREAMING UP)
IS A BUSINESS ASSET.
AS VITAL TO THE BOTTOM LINE AS
A SIGNED CONTRACT.
AS ESSENTIAL AS A PRIZED CLIENT.
IT CAN ATTRACT EMPLOYEES.
HUMBLE COMPETITORS.
INSPIRE TENANTS.
BOOST PRODUCTIVITY.
LEAVE A LEGACY.
IT CAN WORK FINANCIAL WONDERS.
THE ONLY QUESTION IS:





IS IT WORKING HARD ENOUGH?

BETTERBRICKS.

BOTTOM LINE THINKING ON ENERGY.



WHO WE ARE:

We'll keep this quick. BetterBricks is brought to you by the Northwest Energy Efficiency Alliance which is chiefly funded by Northwest electric utilities. In short, NEEA's mission as a non-profit is to make affordable, energy-efficient products and services available in the marketplace. BetterBricks is devoted to helping businesses in the Northwest reap the bottom line financial benefits from energy management.

WHAT WE'RE ABOUT:

BetterBricks is about better buildings—both in how they are designed and how they are operated. Energy efficiency and its associated benefits offer commercial building owners reduced operating costs and the ability to reach full asset potential. High Performance Buildings, as they are often called, incorporate features such as daylighting, natural and high-efficiency ventilation, integrated systems coordination, enhanced operations and maintenance practices and proper commissioning. The benefits are wide ranging. Every energy dollar saved falls straight to the bottom line, at a fraction of the cost and man-hours most new revenue requires. Better still, the resulting state-of-the-art spaces can help you maintain rents, lure talent, bolster your community profile, enhance market value and increase worker comfort, health and productivity. In short, give you that crucial edge in the competitive marketplace.

BETTERBRICKS.COM

Betterbricks.com is a convenient, go-to desktop resource where you'll find a wealth of practical, user-friendly information. It can be your road map to the success stories, utility and other regional resources, or pioneering businesses that can help you most.

WHO WE'RE TALKING TO:

BetterBricks helps anyone with a financial stake in a commercial building. But we're of particular value to real estate owners, developers and property managers; hospital executives and facility directors; grocery store owners and operations staff; architects, engineers and designers; and building operations and equipment service providers. Basically we're here to help any building professional who needs it.

HOW IT WORKS:

BetterBricks can connect you to the information, tools and resources it takes to turn your building into a welcomed advantage in today's competitive business arena.

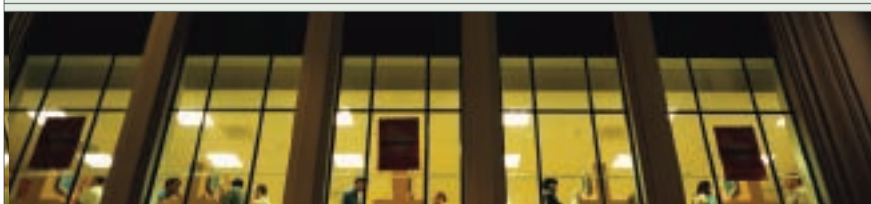
It starts with a huge financial asset—your building. Which means it's usually up to ownership and operations people to integrate energy management into their bottom line financial strategies. Proven techniques and technology are already transforming the markets in which you work. BetterBricks offers practical approaches, case studies, professional education, and connections to utilities and other experts to help you along the way.

Design labs in Seattle, Portland/Eugene, Spokane, Boise and Bozeman work with architects and design engineers on integrated energy design practices. Other advisors work with building operations and equipment service providers on building performance services.

Then there's training and seminars; a great starting point or a way to stay on top. For an ongoing schedule of times, dates and subjects, just visit www.betterbricks.com.

ONE BUILDING AT A TIME.

There's a movement out there. As the value of energy increases, it can no longer be an afterthought. It's time to take control of energy costs, just as you would with any other business expense. The environmental and profit motives have merged, making energy management part and parcel of the new economy. We can connect you to the information you need to help you keep pace.



WE HOLD THESE TRUTHS TO BE SELF-EVIDENT.

Energy effectiveness helps the environment.
Particularly your competitive one.

The bigger the vision, the bigger the payback.

A dollar saved in energy is worth more than a dollar
in revenue. (Revenue, regrettably, usually takes more
time and money to make.)

Employees are more productive in daylight, well-
ventilated offices.

Technology is improving faster than we can finish
this sentence.

Good legacies are better than bad. Not to mention
none at all.

Systems that are integrated start with design teams that
are too. Designers, architects and engineers unite!

One good website is worth a thousand words.
Visit www.betterbricks.com.



CLOSING THOUGHTS. OPENING DOORS.

Competition escalates every year. Your building can be a major ally. Whether it's a blueprint on a drafting table, or a venerable landmark, there are steps you can take to make it energy-savvy, productive and desirable to tenants, employees, the community and potential buyers alike. All the while reducing your footprint on the environment. That's why we're here. Visit us at betterbricks.com.
