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## **Mark Durrenberger - Reuse Property, Reduce Consumption and Reap Financial Rewards**

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Let's face it - 'solar on every rooftop' is becoming a reality. Businesses invest in solar power for tax purposes, environmental stewardship reasons and as future cost cutting measures. The benefits have become obvious. A 25 kW solar electric system saves \$5,000 in electricity annually, recovers its entire cost in the first five years, and generates \$9,000- \$15,000 in Solar Renewable Energy Certificate (SREC) income for the next ten years.

With the widespread renovation of aging mill buildings and warehouses, developers are already in the "Green" business. As you turn unused space to revenue generating property, keep in mind long term earning potential gained through controlling operating costs. Making appropriate energy efficiency improvements attracts and retains tenants and increases property value.

The key is to have a comprehensive plan that addresses long term energy costs. By implementing low cost or free efficiency measures, you can save 10-50% on the building operating costs. Reducing your current energy consumption by as little as 10% can save \$10,000 - \$75,000 on the installed cost of a solar electric system.

Start by reading Energy Reduction Guidance Zero- and Low-Cost Strategies published by MA DOER. Contact MassSave.com to schedule a whole building assessment. Get to know your energy usage and how to use less. See savings immediately. Next invest in solar power to secure your energy future. Lock in your electricity rate for the next 25 years and see savings for decades. Enjoy returns on investment of over 15%, take advantage of Federal Grants to finance project costs, and generate income from the energy your solar system produces. Best of all, after the system has quickly paid for itself, you'll have free electricity for decades to come.

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