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July 2025 NH CIBOR president's message: Green is the new gold! - by Kathy DeMello

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Years ago, I was director of space planning and design for a major international company in a landmark downtown Boston campus, consisting of 1.3 million s/f. During that time LEED (Leadership in Energy and Environmental Design) certification was in its infancy. Any new construction or building retrofit struggled with gaining certification because of the strict and changing dynamics of qualifications. LEED was a luxury. Today it's front and center! Green is the new gold!

It's clear that in the New Hampshire evolving CRE landscape, sustainability is no longer a luxury – it's a competitive advantage. From Portsmouth to Nashua green buildings are not only reducing environmental impact, but also outperforming their conventional counterparts. Some of the benefits of going green:

- Energy-efficient buildings can reduce operating costs 20-30%;
- LEED certified properties often command higher rents and lower vacancy rates;
- Green retrofits typically pay for themselves within 5-7 years.

Some local examples leading the way are:

- The Flatly Company's Gateway Hills Campus in Nashua integrates solar panels, high-efficiency HVAC systems and green landscaping.
- Red Oak's sustainable development in Manchester features smart lighting, water conservation systems and EV charging stations.
- Pease International Tradeport in Portsmouth has become a hub of green innovation with multiple buildings achieving LEED certification.

There are plenty of incentives and support available for owners and developers to go green:

- NH Saves rebates energy-efficient upgrades;
- Commercial PACE financing for clean energy improvements;
- Federal tax credits for solar and renewable energy.

What was once a luxury will eventually become a requirement, a recognition that green buildings are not just good for the planet, they're good business.

Happy summer!!!

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