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## **Why certification matters for tenant marketing - by Prateek Suri**

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In an increasingly competitive leasing environment, standing out requires more than just location and s/f. Tenants today – whether corporate occupiers or retail brands – are looking for buildings that align with their values and support their workforce. That's where certifications come in.

Building and operational certifications provide independent, third-party validation that a property meets high standards for sustainability, health, digital connectivity, or energy performance. Certifications such as LEED, or WiredScore, have often helped buildings and campuses stand out amongst the competition.

EVAL (Electric Vehicle Adoption Leadership) is a U.S. Department of Energy-funded workplace charging certification program managed by Forth, a Portland-based organization focused on increasing equitable access to electric vehicles and clean energy solutions.

EVAL certifies employers who provide EV charging access, and provides recognition to employers that encourage clean transportation and offer workplace EV charging. According to Forth's research, workplaces are the second most likely location for EV owners to charge, which suggests this could become a significant amenity factor in commercial real estate decisions.

For businesses, these credentials offer immediate reassurance that the space will support employee well-being, reduce operating costs, and demonstrate environmental responsibility.

For owners and managers, they become a powerful marketing tool, turning technical achievements into clear, easy-to-communicate differentiators.

A certification can help a property:

- Attract tenants who prioritize sustainability and employee experience.
- Support leasing teams by offering a tangible proof point when positioning a building against competitors.
- Reinforce brand reputation by showing a proactive commitment to innovation, performance, and community impact.
- Help tenants meet their own ESG goals, making the space more appealing to mission-driven businesses.

Ultimately, certifications validate what has been built and the ownership and culture values behind it. They help real estate owners market their properties as future-ready, credible, and aligned with the priorities of today's tenants. In a crowded market, that kind of trusted signal can be the deciding factor in winning and retaining occupiers.

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