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BOMA International teams with ALM's Real Estate Media and USGBC

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The Building Owners and Managers Association International is joining forces with ALM's Real Estate Media Division and the U.S. Green Building Council, on a research study designed to take the pulse of the commercial real estate industry on energy and sustainable practices. The study will focus on the application of green methodologies and technologies in existing commercial buildings, and on the financial and marketing benefits of these efforts.

The survey is currently being distributed to BOMA's national membership and to REM's national database of ownership, investment and operational entities. Results were presented at a press conference at the USGBC's Greenbuild International Conference & Expo, Nov. 7-9, 2007 in Chicago. A complete report on the study, with analysis and commentary, will appear in the November issue of Real Estate Forum magazine, on GlobeSt.com (www.globest.com) and in The BOMA Magazine.

In addition to the survey, REM's initiatives with BOMA International will include shared sponsorship of a specially targeted RealShare Conference in 2008, focused on green issues and technologies. It will also incorporate new columns in Real Estate Forum and on GlobeSt.com providing REM's readership with BOMA news, information and sustainability strategies.

"We believe the results of this survey, as well as the entire joint initiative, will be a key to future green activities within the industry," said Michael Desiato, vice president, Real Estate Media Division. "As the dominant news and information source for the industry, Real Estate Media has a clear responsibility to lead that charge."

"This joint initiative is important because of the number of people we can reach through a cooperative working relationship," said Brenna Walraven, RPA, CPM, chairman and chief elected officer of BOMA International. "It's also representative of an approach we at BOMA are embracing on a growing basis. This industry is becoming too sophisticated, and issues such as sustainability are too important for us not to develop a dialog beyond our own constituencies."

"We are delighted to be working with Real Estate Media and BOMA on this survey," said Rick Fedrizzi, president, CEO & founding chair of the U.S. Green Building Council. "The impact of commercial real estate on the environment is key to the health of our planet; this survey will provide concrete information on the application and impact of green in the existing building stock and help us to further our sustainability goals and improve the quality of life."

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