

Go For **GREEN**

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Can going green really add some green to your bottom line? Absolutely! Whether you are considering growing your company through acquisitions, recapitalizing and taking some chips of the table, or preparing for retirement by selling your company; using green practices will certainly enhance your company's value. For a copy of our article "The secret of selling a business in today's **GREEN** market" visit our website www.landisandassociates.com

Do only large companies make an environmental impact? This is a misconception. The reality is that small privately owned businesses account for 98 percent of U.S. companies, and consequently, what they do, does matter. Being a part of the green movement, whether you're a company of 1 or 100,000, can have a significant positive effect on our planet and your profits.

What is the purpose of being green? To protect the planet by the use of environmentally friendly products, technologies and processes. Being green is a life style change that is not accomplished by one single isolated, event, purchase or change, rather it is accomplished by an ongoing commitment to go green and stay green.

Do you need to be LEED certified to be green? No! LEED, which stands for Leadership in Energy and Environmental Design, is a standard by which buildings are measured. There are also LEED accredited professionals who can help in achieving the various levels of LEED certification. Being LEED certified is tremendous, but it is not the only way to be green.

How can you green up your business? Regardless of what industry you are in, the most important fact to recognize and understand is that going green is a long term process and commitment. Being green doesn't come from buying a single green product or green technology. It comes from employing several different methods to achieve and maintain green status. Here are a few avenues: choose a sustainable building site, hire green, purchase local products (within 500 miles), use green cleaning services. Additional green factors include water efficiency, energy conservation, atmosphere impact, materials, resources, indoor environmental quality, going paperless, use of recycled products, purchasing green furniture, contracting with green vendors and service providers, just to name a few.

What is the government doing to help the green movement? In the corporate governance arena, the SEC now mandates carbon footprint disclosure. There are also tax benefits for using renewable energy. To learn more about renewable energy go to www.nrel.gov/learning Also check out www.energycenter.org to see how California companies are using sustainable energy.

What are the financial benefits of going green? Green improvements are estimated to pay for themselves within 3 years and have an annual ROI of 25%-40%. Going green can also lower cost, increase profit and increase actual and perceived value. Having a green location decreases occupancy cost. It is estimated that by 2030, 75% of buildings in the US will be new or renovated green. The ultimate goal is for green building to become standard in building industry. There is also an insurance benefit to being green. There are lower premiums in part because there are fewer claims on green buildings. The paradigm has changed from traditional risk management to enterprise risk management. Insurers are now not only trying to minimize risk; but are also trying to maximize benefits, and being green increases benefits across the board.

What are the ancillary benefits of going green? One would be better maintenance operations, which means increased productivity and lower health care costs from improved indoor environmental quality. Another benefit is the halo effect. Owning a green company adds value to the community, attracts positive press, improves reputation and esteem in the industry and increases customer base which translates into more green to your bottom line.

Eric Landis, is the founder and President of Landis & Associates, Inc. a business sales & acquisitions firm in Newport Beach. Eric holds M&A Sources' highest designation of Merger & Acquisition Master Intermediary (M&AMI), held by fewer than 100 individuals worldwide. For more information on how to Acquire | Grow | Sell **GREEN** visit www.landisandassociates.com