


DESIGNING FOR ENERGY EFFICIENCY MULTIFAMILY PROPERTIES

FOCUS ON ENERGY® has supported more than 100 multifamily new construction projects, helping Wisconsin building owners save over \$6.8 million in annual energy costs. If you're considering or in the process of building a new multifamily property, look to Focus on Energy to maximize your energy savings opportunities.

How It Works

Focus on Energy uses the original or value-engineered design as a starting point and prepares alternative design options, each progressively more efficient. Every design option shows the projected changes to the building's energy use and the impact on operating income and loan potential. Building owners have the flexibility to customize dozens of design elements to maximize energy efficiency opportunities while balancing financial considerations.

Below is a snapshot of how Focus on Energy's design options may compare. In this example, the additional investment to improve the building design from good to best **DOUBLES** the property's loan potential and net operating income.**



Average participant savings equate to renting an additional **74 units every year***

*based on U.S. Census Average Wisconsin monthly rent of \$867

	BETTER	BETTER	BETTER
NET INCREMENTAL COST	\$185,825	\$232,280	\$278,740
ANNUAL COST SAVINGS	\$29,195	\$33,030	\$36,865
INCENTIVE	\$13,615	\$17,020	\$20,425
PAYBACK (YEARS)	6.4	7.0	7.6
LOAN POTENTIAL	\$132,900	\$199,345	\$265,790
NET OPERATING INCOME	\$7,675	\$11,510	\$15,345

Additional callouts: +50% increase in Loan Potential, +100% increase in Net Operating Income.

*Good building design can be the original building design.

**Costs and savings estimates are based on comparing building design to building to code. Incentive amounts will vary depending on building design selections.



The planning and design phases are the best time to contact Focus on Energy. Energy-efficient design recommendations can be made up until construction documents and bids are finalized.

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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focus on energy®

Partnering with Wisconsin utilities



What Strategies Will Your Next Project Include?

Maximize your energy savings potential with these top design recommendations for multifamily properties:

- Increased wall insulation
- High solar gain, nonmetal frame windows
- Reduced lighting power density
- Daylighting controls
- Variable frequency drives on circulation pumps
- Parking garage ventilation controls

Beyond the Bottom Line

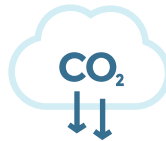
The benefits property owners and tenants gain from participating in Focus on Energy extend beyond energy savings. Other benefits include¹:



Increased property value sometimes as much as a 10% growth in asset value



Lower maintenance costs ranging from 10% to 20% less than typical buildings



Reduced greenhouse gas (GHG) emissions and indoor air pollutants tied to common health issues



Improved tenant comfort resulting in fewer tenant complaints and less turnover

Want to Learn More?

1. Check out our New Construction Online Tool by visiting focusonenergy.com/newconstruction
2. Email us at newconstruction@focusonenergy.com
3. Call us at 800.762.7077

¹: [Press: Benefits of green building | U.S. Green Building Council \(usgbc.org\)](#)