

DYNAMIC.RE



## GREENLIGHT GREENPAPER

SPRING 2021



Created a website of local sustainability resources for property owners and renters, including water, waste, procurement, appliances, energy, landscaping, and community engagement.

CREATED BY GREENLIGHT AT  
ARIZONA STATE UNIVERSITY:  
JULIA AUMANN | LANDON HARSCH | VRASHAB  
SHEREGAR | ASHLEE TAYLOR

PROJECT PARTNER: DYNAMIC RE  
MASRUR HUQ & LAMONTE KEY

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Dynamic.RE was facing two main challenges. The first was tackling how to integrate the promotion of existing sustainability resources, rebates, and initiatives into their software and into the real estate industry in general. It was our goal to get these opportunities in front of as many property owners and renters as possible. The second challenge was how to incorporate sustainability impact measurements and reporting into the software and again, how to infiltrate the real estate industry at large. These challenges presented us with the opportunity to bring our sustainability expertise to the real estate sector, which currently lacks an industry standard. Additionally, because Dynamic.RE already had an economic analysis tool, it allowed us to connect the economic benefits of sustainability to real estate investing and push triple bottom line solutions (People, Planet, and Profit).

Our solution to Dynamic.RE's challenges was to collect relevant resources for their clientele to utilize to inform and inspire sustainable real estate investments. For our final deliverable, we created web pages presenting our compiled resources in an easily digestible format, covering **6** sustainability categories: water consumption, waste management, housing materials and appliances, energy efficiency, landscaping, and community engagement. We also provided case studies in the form of peer reviewed journal articles, news articles, and company insights. The website includes each category of their clientele, and addresses all stages of their clientele's journeys as property owners in order to meet their specific needs. An "Add a resource" option was incorporated to enable the site to grow organically while allowing users to add new resources, initiatives, and tools that support sustainable real estate investing. Beyond our project, we recommend that Dynamic.RE utilizes the survey we created to further tailor the site's resources based on the needs of their clientele. This will ensure that the site is as beneficial as possible to both their clientele and the Dynamic mission. Our results are as follows:

- **12** Peer Reviewed Resources
- **84** Total Resources Provided

#### **BENEFITS TO PROJECT PARTNER**

Dynamic.RE wants to create win-win-win situations, for themselves, their clients, and the planet. The new website arm allows them to address sustainability in their business and help their clientele see the economic benefits and actionability of creating more sustainable properties. This project allows them to get involved in a way that has the potential to differentiate their business as a real estate investing company that prioritizes sustainability, and create real change for their clients and industry at large.

#### **BENEFITS TO SOLUTIONEERS**

Our team was able to learn about how a property owner or renter can take action across the **6** sustainability categories we researched, and taught us the economic benefits of sustainability practices.

#### **BENEFITS TO THE COMMUNITY**

The clientele benefit from making sustainable improvements to their properties- socially, environmentally, and economically. The communities these clients are embedded in also benefit from the sustainable properties, as they are less resource intensive, more efficient, and increase property values. The businesses highlighted in our research, both locally and nationally, can benefit from potential new business referred from the website. This is a tool that can grow and be used to give property owners the available resources to create more sustainable homes while decreasing the footprint of communities and the real estate sector nationwide.