

Eco-Management Strategies

The following is a list of various eco-management strategies that can be used by apartment owners and management companies. If used as part of a marketing plan these strategies can attract renters, especially residents who are environmentally conscious; and increase the amount of time residents stay at your property because it gives them a sense of increased community.

Strategies

- Remove grass and replace with native vegetation.
- Provide recycling for your residents and make extra recycling and trash containers available by your mailboxes/entryways.
- Set up electronic payment of rent for your residents through your bank account.
- Go smoke free in all your apartments.
- Create newsletters that include eco-friendly tips for your residents.
- Use eco-friendly cleaners for caretaking and turns.

Benefits

- No more watering, mowing or fertilizing.
- Just weed in the spring and summer and you're set.
- Less pollution, less water waste, more wildlife habitat.
- Less trash in your building and surrounding areas.
- Promotes recycling of junk mail.
- This is a win-win-win situation.
- The resident doesn't have to worry about their rent getting lost in the mail or forgetting to send it in.
- You get the rent on time every month.
- The environment wins because less paper is used and it may save you a trip or two to the bank.
- Less painting, less complaints, cleaner air.
- This helps build community and also is a good tool to have your residents learn how to reduce their water, electricity, and heat use.
- These cleaners work very well and you don't have to worry about the fumes you're breathing in.

Strategies

Benefits

- Misc maintenance ideas:
 - Use low VOC paint.
 - Install new light fixtures in your hallways and entryways that use less electricity.
 - Install low flow aerators/fixtures on sinks and showers.
 - Install energy star rated appliances in your apartments.
 - Plant trees.
 - Reduce your heat bill:
 - Every November walk through the apartments and close windows and remove window a/c's.
 - Install a smarter boiler brain.
 - Install new windows.
 - Insulate your attic space.
 - Install a new roof.
 - Install a new boiler.
 - Install a solar water heater.
- Reduces odors in your apartments.
 - Less use of electricity for you.
 - Reduces water use.
 - Less use of electricity for your residents.
 - Creates habitat, reduces pollution, reduces cooling needs in the summer.
 - Less pollution and you save money.
 - It can reduce your hot water gas bill by 70-80%; and also reduces pollution.

More information on our website: LiveGreenApts.com

A good reference book, "Green Rehabilitation for Multifamily Rental Property" at:
http://www.bayarealisc.org/bay_area/resources/publications_8392/green_10365/index.shtml

