

# DESIGN IS GOOD BUSINESS

*It doesn't just add value; it multiplies it.*



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*Your building can do much more than keep the rain off your business; it can advance your business plan. To capture the full value of your capital program, you will do well to engage your architect in a discussion of your business goals, with your business leaders.*

## ***Energy and Value: More than the Sum of the Parts***

In a time in which resources are increasingly dear—and in which buildings are among the largest consumers of resources—it makes sense both financially and environmentally to use energy wisely. Doing so is not just a matter of specifying individual items like low wattage light bulbs. The greatest savings and most enjoyable spaces come from the insightful coordination of a host of considerations: a thoughtfully designed building will need fewer bulbs to begin with.

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### ***Library***

- [Savings by Design](#)
- [The Business Case for Green Building](#)
- [Green Schools Investment Guide](#)
- [The Technical Feasibility of Zero Net Energy Buildings in California](#)
- [The Dollars and Sense of Green Retrofits](#)



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