

Primary Obstacles to EE Market Adoption and Deeper Investment
Inadequate Demand
<input type="checkbox"/> Lack of building efficiency labels
<input type="checkbox"/> Absence of market stimulus (e.g. home rating data in MLS or in commercial building NOI calculations)
<input type="checkbox"/> Ineffective marketing and promotional campaigns
<input type="checkbox"/> Need more/stronger mandates in building lifecycle
Need More Solutions
<input type="checkbox"/> Market transformation strategies or institutions lacking
<input type="checkbox"/> More investment in new technologies or other solutions
Delivery Channels Not Up to the Task
<input type="checkbox"/> Mistrust of contractors to deliver performance benefits: <ul style="list-style-type: none"> a) No confidence in advice for best overall course of action (does diagnostician/ sales person identify all best options for owner/occupant?), b) No guarantee for quality/execution of work, c) Will performance match claimed benefits (financial, performance, comfort, etc.)?
<input type="checkbox"/> Complexity of integrating “complete” solutions across trades and vendors prevents “comprehensive, deep” retrofits and/or scale economies for business models
<input type="checkbox"/> Sub-par compliance with building standards applicable to renovations, expansions, interior tenant improvements
Financial Mechanisms
<input type="checkbox"/> Inability to take on more debt
<input type="checkbox"/> Limited access to financing (or cash on hand)
<input type="checkbox"/> Mismatched timing of financial return (time to payback vs. tenure of current owner/occupant)
<input type="checkbox"/> Leased space “split incentives” (landlord pays for capital improvement, but tenant gets lower utility bill)