



Owners Perspective Do You Know What You Are Buying?

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Who Is The Customer?

- Buyer's perspective
- Provider's perspective
- Industry perspective



High performance means?

- Greening
- Energy efficient
- Environmentally preferable products
- Sustainable
- LEED certified
- Durable
- Recyclable
- Blast resistant
- Resiliency
- Net-zero energy
- High performance green
- Return on investment
- Met owner's requirements
- Renewable energy
- Net-zero carbon emissions

“Enforcers”

- Standards Organizations
- Code Enforcement Organizations
- Rating system
- Scorecards
- Meters
- Performance specs
- Prescriptive specs
- Consumer Buyers Guide