

**C**ompetitive. At a time when every dollar counts, CDG takes pride in maintaining a competitive pricing edge against other proposals so we can help clients stay on budget.

**D**edication. Our “Service to Others” slogan means that we are dedicated to providing the best services and products to our clients. No matter the size of the project, we treat every customer as if they are our only client.

**G**o-to builder. From a last minute proposal to close a lease to an emergency building repair during a holiday, CDG is available when clients need them most. It’s for this reason that 85% of CDG’s business comes from repeat clients.

## Go Green With CDG



This issue, CDG Builders has decided to “go green” and take a step back in honor of Earth Day, 2013. On April 22<sup>nd</sup>, millions all over the globe celebrated a day dedicated to environmental protection—a day of planting trees, picking up roadside trash, and celebrating the environment.

The cultural phenomenon of “going green” started well over a decade ago. In recent years, however, momentum has increased, sprouting a green umbrella that encompasses far more than biodegradable potato chip bags and compact fluorescents. The practice of green living, using products that do not exhaust earth’s resources, has formed roots in the construction industry as well. Sustainable building is now on the rise, reducing the overall impact of the built environment on the natural environment as well as overall human health.

Sustainable building, or “Green Building,” appeared in the 1990’s, driven initially by the American Institute of Architects, with the US Environmental Protection Agency, and the U.S. Green Building Council following suit. Green buildings increase effectiveness by harvesting energy, water, and materials as well as protecting human health and the environment.

In 1998, the U.S. Green Building Council, a non-profit organization, established a voluntary, consensus-based,

market-driven program to provide verification of green buildings. This program, LEED (Leadership in Energy and Environmental Design), has since certified over 10,000 structures worldwide.

At CDG Builders, Inc., the concept of green building is not lost. CDG is committed to sustainability and building responsibly. Chris DeFazio, Vice President, has been a LEED Accredited Professional (AP) for over ten years. These credentials affirm advanced knowledge in green building as well as expertise in a particular LEED rating system. Additionally, CDG Builders recommends sustainable and PVC-free products to building owners whenever possible. By using such materials as LED lighting, carpeting made from recycled fibers, and bio-based plastics a building’s carbon footprint can be significantly reduced.

Green, sustainable buildings aren’t just those that are newly constructed; existing buildings can become sustainable as well through tenant improvement projects. In fact, the whole life cycle of a building is taken into account: the initial site, design, construction, operation, maintenance, renovation, and even deconstruction. The EPA, or Environmental Protection Agencies offers tools and strategies to help those interested in going green. Through remodeling, retrofitting, and improved

**The Cost Benefits of Green Building**

	Operating Costs	Building Value	ROI	Occupancy	Rent
<b>New Construction</b>	Drop 13.6%	Rise 10.9%	Improves 9.9%	Rises 6.4%	Rises 6.1%
<b>Existing Building Projects</b>	Drop 8.5%	Rise 6.8%	Improves 2.5%	Rises 1%	Rises 19.2%

**Figure 1.** [Source: McGraw Hill Construction (2010). Green Outlook 2011: Green Trends Driving Growth.]

operations, older buildings can be “upcycled” and improve their environmental performance.

LEED Certified buildings lower day-to-day operating costs, increase asset value [Figure 1], and reduce waste sent to landfills. Certification also provides building owners and operators with a framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions.

Certifications are based off specific prerequisites as well as a 110-point LEED rating system scale. The five Main Credit categories include: Sustainable sites (strategies that minimize the impact on ecosystems and water resource,) Water efficiency (smarter use of water, inside and out, to reduce potable water consumption,) Energy & atmosphere (better building energy performance,) Materials & resources (using sustainable building materials and reducing waste,) and Indoor environmental quality (promote better indoor air quality and access to daylight and views.) Additionally, credits are given for Innovation Design, which addresses sustainable building expertise as well as design measures, and Regional Credits which are given for implementing green building strategies that address important environmental issues facing a specific region.

While LEED is one of many green building certification programs available, their mission is the same—to protect the environment and support overall human health. At CDG Builders, we have a common goal. As we continue to grow, we hope to work towards a green standard of building, not only reducing our own carbon foot print, but those of our clients as well.

**IN THE U.S. ALONE,  
BUILDINGS ACCOUNT FOR:**

- 39% OF TOTAL ENERGY USE**
- 12% OF TOTAL WATER CONSUMPTION**
- 68% OF TOTAL ELECTRICITY CONSUMPTION**
- 38% OF TOTAL CARBON DIOXIDE EMISSIONS**

**THE BUILT ENVIRONMENT HAS A VAST IMPACT ON THE NATURAL ENVIRONMENT, HUMAN HEALTH, AND THE ECONOMY. BY ADOPTING GREEN BUILDING STRATEGIES, WE CAN MAXIMIZE BOTH ECONOMIC AND ENVIRONMENTAL PERFORMANCE. SOURCE: UNITED STATES ENVIRONMENTAL PROTECTION AGENCY (EPA.GOV)**



27231 Burbank  
Foothill Ranch, CA 92610  
P: 949.892.3510  
F: 949-68-3321

CA License #B-921615  
AZ License #B1-273649  
UT License #B100-8446786-5501

