The ESG Era
ULI Winter Conference

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About Us

Measurabl is the *world’s most widely adopted ESG software* for commercial real estate.

Over USD $2 trillion of real estate representing 850 million square meters across 75 countries collects, quality assures, and discloses ESG using our platform.
Our Purpose

Vision: A built world where resources virtuously flow to buildings that create sustainable outcomes for Earth and society.

Mission: Create transparency around the environmental and social impact of real estate.
From “Green” to “ESG”

- Voluntary >> Compliance
- Data Quality >> Investment Grade
- OPEX >> Cost of Capital
- Portfolio >> Asset Level
- Plaques >> Performance
- Manual >> Automated

Environmental // Social // Governance
Problem

ESG is increasingly necessary at every level of the real estate business, from leasing to asset management, but collecting, quality assuring, and disclosing ESG data is hard.
Stages of Data (Dysfunction)

Historically, data availability was the #1 blocker. *Now data quality is.*

The scale and complexity of data capture, quality assurance, and disclosure can be managed using software.

**Process**

1. Acquire
2. QA
3. Disclose / Act

**Challenge**

1. Too Many Sources
2. Outlier Detection
3. Consistency / Comparability
Measurabl connected the real estate industry from “meter to market” making ESG more useful, affordable and scalable.
Uses of ESG

[1] **Operational** efficiency

[2] **Regulatory** compliance

[3] **Investors** / Capital Markets
ESG in Action

One of the world’s largest office owners issued $1.9BN in green bonds in 2019. 23% of investors were new “SRI” investors, resulting in a lower borrowing cost.

Salesforce is implementing ESG at every level from client facing products to venture investing and its iconic HQ.

US Lender, Fannie Mae, discounts interest rates by up to 60 basis points on its “green loans” versus its traditional loans.
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