



- ✓ 40 % of US nonresidential building starts in 2015 will be green
- ✓ USGBC has certified over 3.6 billion square feet as of January 2015
- ✓ Green buildings practices reduce the operating costs of commercial buildings by as much as 30%
- ✓ 2 of 3 US businesses already have sustainability plans according to KPMG

As businesses embrace sustainability and green buildings, forward-looking insurance agents / brokers are paying attention...

There's a good chance your insureds are already responding to the economic and business case for green buildings and sustainable business practices – and if they are not, they will soon in order to remain competitive. Will you be there to help them understand and manage risk? At their most fundamental level, sustainable business practices are essentially a risk management response. Green buildings can mitigate common loss drivers, while introducing new physical and financial risks. Most clients are unaware of the risk implications, and standard insurance coverages reveal big gaps. Valuable new products and services exist, but depend on an expert, trusted agent or broker to effectively reach clients.

Let Stephen Bushnell + Associates help you make that connection as a way to attract new accounts, add value for your existing book of business, and differentiate your agency in a competitive market.

What we do for Agents / Brokers:

- Understanding the green building and sustainability related risk landscape and associated customer demands unique to different insureds / market segments
- Analyzing Insurers forms and developing relationships with key carriers
- Developing unique supporting risk management and loss control services
- Related marketing materials, underwriting guidelines, and training programs



Stephen Bushnell
MBA, CPCU, ARM has 40+ years of insurance industry experience, and is widely recognized as a risk-focused expert on green buildings & sustainable business.

▄▄ Steve Bushnell (USGBC National Board of Directors) was one of the first insurance industry executives to see and act on the connection between economic and risk management benefits and green buildings. ▄▄

- Rick Fedrizzi | President, CEO & Founding Chair | U.S. Green Building Council

▄▄ Steve Bushnell was among the very first to recognize the reduced risks of green buildings, and associated business opportunities for the insurance industry. He not only conceived and built novel insurance products but guided them to a high level of uptake in the marketplace. His innovations in the US have been an inspiration to insurers around the world. ▄▄

- Evan Mills, Ph.D. | U.S. Department of Energy

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