



For Immediate Release

GREEN UPSIDE TO REAL ESTATE DOWNTURN

New investment fund sees opportunity to eco-capitalize on local real estate market

SEATTLE, Washington (March 31, 2009) – G2B Ventures, a Seattle-based investment company, has launched a new \$50 million real estate investment fund which, using private capital, will buy distressed properties, optimize them for energy efficiency and then rent or sell them as market conditions permit.

The *Efficient Real Estate Fund* was created to take advantage of the acquisition opportunities in the distressed residential market and the increased value being awarded for making homes more efficient in their energy use.

Because the G2B team has experience spanning across the real estate spectrum, from appraisal and acquisition to banking and building green, they plan to harvest discounts in the current market that are unavailable to most investors. Projects will range from retrofitting inefficient homes to recapitalizing and optimizing stalled development properties.

"Eco-certified homes now command a 6% price premium over conventional homes in King County," said Ben Kaufman, founder of GreenWorks Realty and sponsor of a [recent study](#) comparing home values related to green retrofits. "Homeowners in Seattle see value in optimizing energy efficiency and reducing their carbon footprint. Now we have data to show the value gained is both environmental and financial."

"In the midst of this local real estate market there is opportunity," said Aaron Fairchild, co-founder and Principal Fund Manager of G2B Ventures. "We are looking to enhance our returns through optimizing energy efficiency in homes and demonstrating the added value to the occupant."

G2B began planning the fund eight months ago in response to the converging market conditions relating to energy efficiency and real estate. "At that time the market fundamentals supported this project," said Fairchild. "Current market conditions make it an even more attractive opportunity."

About G2B –

Headquartered in Seattle, G2B Ventures is an investment group actively engaged in developing business opportunities. Combining deep talent and over a decade of collaboration in finance, construction, sustainability and real estate into one brain trust, the G2B team applies a disciplined and transparent approach to property acquisition and energy efficient retrofits. For more information please visit www.g2bventures.com.

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