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## Siemens CRE Review

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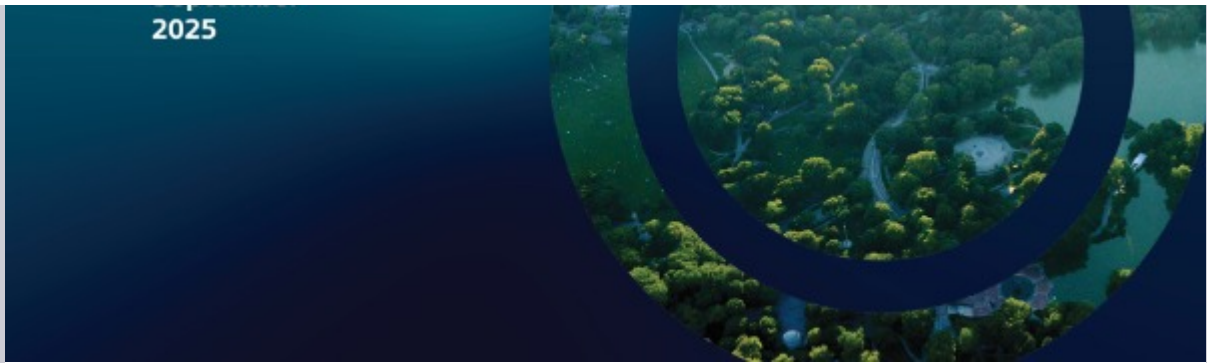
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**From policy to practice: Climate Week NYC panel shares insights on Building Performance Standards (BPS)**

Siemens at  
Climate Week  
NYC  
September





At Climate Week NYC 2025, Siemens hosted a discussion focused on one of the most pressing issues shaping commercial real estate. The session, “BPS in Action: Navigating Compliance, Cost, and Carbon for the Built Environment,” brought together a range of experts who shared insights on how owners can transition from BPS compliance to asset value creation. The panel, moderated by Brenna Walraven of RE Tech Advisors, featured John Boling of BOMA International, Chris Castro of Climate First Bank, and Jesse Craft of Siemens.

### **Collaboration between cities and the private sector**

The event began with a fireside chat between Chandra Farley, Chief Sustainability Officer for the City of Atlanta, and Denise Quarles, Head of Strategy for Siemens USA, who together set the tone for the broader discussion—that BPS is both a climate necessity and an economic opportunity that demands partnership for practical implementation.

The City of Atlanta's benchmarking [initiative](#) is designed to propel Atlanta toward its ambitious goal of 100% clean energy by 2025. According to both Farley and Quarles, moving from policy to practice will take teamwork and collaboration between the city and the private sector. Thus, engaging building owners, operators, technology partners, and the community will help facilitate BPS adoption and measurable outcomes in the City of Atlanta.

### **Industry perspectives**

From there, the panel turned to the implications of BPS commercial real estate (CRE) portfolios. Walraven began by grounding the conversation in the realities of investors and owners. “BPS starts with compliance,” she noted. “But it has become a business planning challenge that touches valuation, liquidity, and tenant expectations.”

With this context, Boling highlighted the disconnect between how regulations are written and how portfolios often must operate across multiple jurisdictions. He acknowledged that there is a range of challenges associated with applying BPS policy across a portfolio – while recognizing the tools and opportunities that exist to achieve compliance.

On that, Castro addressed questions about creative financing strategies that are available to building owners who are ahead of the curve on decarbonization and BPS compliance. From C-PACE and green bonds to other incentives, he said owners have many options to fund upgrades, provided they start early and structure projects around measurable performance outcomes.

Craft shared his perspective as a technology partner, underscoring the solutions and services that are truly moving the needle on BPS compliance, such as data visibility and automation. These can transform compliance from a manual process into a proactive strategy; and even beyond BPS compliance, building owners can leverage these initiatives as one way to combat escalating utility costs.

### **Practical takeaways for CRE owners**

The panel shared several actionable, practical takeaways for CRE owners:

- Start benchmarking immediately to understand energy consumption and compliance exposure; understanding the baseline can make the next steps clearer
- Pursue easily accessible improvements first, such as retro-commissioning, lighting optimization, and controls integration, which can yield returns and disprove the myth that BPS compliance is cost-prohibitive
- Engage financing and technology partners early to align capital planning with compliance timelines
- Coordinate and collaborate extensively with internal teams

This Climate Week NYC panel concluded with the panel's consensus: BPS is a strategic lever, not a regulatory hurdle, that can drive reduced risk, enhanced asset value, and long-term resilience.

You can read more of Siemens' reflections on Climate Week NYC [here](#).

## Five ways your CRE building can generate alternative revenue streams



Commercial real estate (CRE) owners have spent years focusing on cost control, and to be sure, energy efficiency measures, predictive maintenance efforts, and enhanced automation have all helped improve the bottom line. There is, however, another side to improving financial performance: finding new, alternative sources of revenue from the assets you already have in place.

In short, the same technologies that optimize your building operations can also help uncover alternative revenue streams. Whether it's converting underutilized spaces, producing and selling energy, or offering tenants new digital services, forward-looking building owners have begun to rethink what their properties can do.

### Reimagining space utilization

Vacant or underused areas can represent untapped potential in any commercial building. For example, large conference centers, seldom-used meeting rooms, and even rooftops can be transformed into productive assets. Occupancy data and

analytics from your building systems can illustrate how these spaces are used over time, revealing opportunities to redesign or repurpose them for new – potentially more fruitful – functions. Better visibility into building usage enables better financial decisions.

Consider an underutilized conference room; with a few modifications, it could become a rentable co-working suite or event venue. Half-empty parking lots can host paid community or evening events. Space utilization and integrated security platforms contain the data that make it possible to understand how certain spaces perform and, just as importantly, how to access and manage them safely during after-hours use.

### **Turning energy into a source of revenue**

Today, many properties have deployed solar arrays, battery systems, and microgrids, all of which can do more than enhance grid resilience and reduce utility bills. They can also supply surplus power back to the grid or serve neighboring properties, creating a new flow of recurring revenue.

Microgrids and distributed energy systems are especially relevant for owners managing large campuses or portfolios in regions where the grid is particularly strained. These systems allow properties to operate independently during outages while also participating in local energy markets when the grid is stable. The outcome is a property that not only consumes less but also contributes more to its surrounding energy network.

### **Turning energy into a source of revenue**

Modern buildings generate significant volumes of operational data. When organized and shared strategically, this information can support tenant value and new income opportunities.

Property managers can offer tenants access to customized dashboards that illustrate energy use, indoor air quality, or occupancy data. For corporate tenants pursuing sustainability targets, these insights help meet internal reporting requirements. For owners, they create an opportunity to add a digital service fee or include the offering as part of a premium lease tier.

### **Enhancing tenant experience for higher value**

Alternative revenue generation can also come from attracting higher-paying tenants through enhanced building experiences. That is, tenants continue to prioritize buildings that demonstrate strong sustainability performance, operational transparency, and occupant comfort. As such, integrating smart lighting, adaptive HVAC, electric vehicle (EV) charging, connected security, and more can help create predictable, high-quality environments. Technology investments that raise the perceived and operational quality of a property can yield measurable financial returns, as tenants often recognize the value in paying for these building amenities and features.

### **Looking ahead to 2026**

The market heading into 2026 remains dynamic, and CRE continues to evolve. While some properties face higher vacancy rates, shifting tenant expectations, and emerging local sustainability policies, building owners who use technology to expand both the efficiency and productivity of their assets will be better positioned to adapt. Ultimately, the next wave of performance improvement will come from saving money while transforming buildings to earn it.

Siemens continues to partner with owners and operators across office, hospitality, retail, and entertainment sectors to help identify and implement alternative revenue opportunities. From data-driven space management to renewable energy integration, each initiative supports the same goal: to make buildings more financially resilient and operationally flexible. Instead of remaining static, building assets can change alongside tenant needs and market conditions.

Our Building X platform, as one example, provides the insights and secure data infrastructure needed to enable and optimize these alternative revenue streams. It does so by aggregating, analyzing, and presenting building information in a way that can be monetized responsibly while maintaining data privacy and reliability – across the building portfolio.

As the commercial real estate market continues to adapt to tenants' needs and wants, property owners who view their buildings as active participants in value creation and alternative revenue generation can find new paths to sustained growth and profitability.

**Learn more about what Siemens can do for CRE**

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