

Greystar 74M

A SmartScore case study

Greystar is a leading, fully integrated real estate company that offers expertise in investment management, development, and management of rental housing properties globally.

Headquartered in Charleston, South Carolina, Greystar manages and operates approximately \$230 billion of real estate in 215 markets across the globe, including offices throughout North America, Europe, South America and the Asia-Pacific region. Greystar is the largest operator of apartments in the United States, managing more than 754,000 units/beds. Greystar also has a robust institutional investment management platform with approximately \$49.9 billion of assets under management, including \$22.6 billion of development assets. Greystar was founded by Bob Faith in 1993 with the intent to become a provider of world-class service in the rental residential real estate business.

Greystar is an established leader in the local development space having built a development pipeline of \$3 billion in just 3.5 years. Throughout Greater Boston, the company owns/manages 64 residential properties in addition to building more than 2,000 rental units and is embarking on significant life science developments, with the first being 74M, a 465,000 square-foot lab building.

Greystar is committed to building a high-quality life science building in the Boston real estate market. SmartScore demonstrates a commitment to sustainability and innovation, making the building more attractive to investors, tenants and other stakeholders.

In short, SmartScore certification can enhance the long-term value of this project, while also improving the overall experience for occupants.

GREYSTAR™

\$230bn

Of real estate operated

215

Markets

754,000+

Units / beds

[Learn more at greystar.com](https://www.greystar.com)



74M

Greystar is developing 74M, a purpose-built lab office development in the emerging submarket of Somerville, Massachusetts. Taking advantage of Boston's reputation as a national life sciences 'supercluster,' 74M represents a leading life science development featuring 465,000 sq. ft. of Class-A lab, office and R&D space.

This project will be well-placed, as the life sciences sector is thriving in the area due to its interdependent relationship with world-class universities, teaching hospitals and pool of highly educated talent.

LEDG

Benefiting from both WiredScore and SmartScore certifications, 74M will enable exceptional outcomes for all of its users through building technology.

They were able to achieve this by using the scoring frameworks and certification process to ideate, prioritize, design, and enable use cases for occupiers. This includes technology enabled use cases focused on sustainability, user experience and the broader future-readiness of the project. In addition, the development will also be LEED Platinum and WELL Platinum certified.



Leveraging Accredited Solutions

WiredScore, alongside Greystar's advisory partner Leading Edge Design Group (LEDG), provided strategic procurement support to the project through its recently launched Accredited Solutions program.

The Accredited Solutions program delivers insights on solutions' capabilities to WiredScore customers and Accredited Professionals, based on historic certification data. This data allows customers to better understand popular solutions in their region, which can deliver against the

specific use cases they have identified as part of their SmartScore certification.

Greystar was one of the first organizations to utilize Accredited Solutions and was able to go through to procurement with one of WiredScore's Accredited Solutions partners. This further facilitated their Platinum-level SmartScore achievement.



Accredited Solutions allowed us to skip the research, intros, information calls and reference checks with multiple providers and provided greater confidence in our decision.

**Ryan Souls, Development Director
Greystar**



In summary

Greystar continues to expand their position as a market leading developer, delivering exceptional outcomes to their users through technology.

WiredScore is happy to support Greystar in ideating, delivering and communicating these achievements both internally and externally, as we continue our collaboration and drive towards continuous improvement.

