



America's Leading Rental Home Companies Are Driving Environmental Impact by Showing Sustainability Begins at Home

Washington, D.C. (May 26, 2021) – According to data from the National Academy of Sciences, “residential energy use accounts for roughly 20% of greenhouse gas emissions in the United States.” These emissions are primarily attributed to the heating, cooling, and powering of residential homes. As the trade association representing the single-family rental home industry, the National Rental Home Council (NRHC) is committed to supporting and promoting efforts of member companies to create a more sustainable, and environmentally-conscious single-family rental housing market.

“Over half of the rental housing in the U.S. – 23 million units – is accounted for by single-family homes. NRHC members are making significant investments in green home products and technologies, sustainable business practices, and residential energy management systems,” said David Howard, executive director of NRHC. “On average, NRHC members invest over \$35,000 per newly-purchased home in energy efficiency retrofits and in-home upgrades, installing new appliances, digital thermostats, water monitoring sensors, and heating and cooling systems. These investments are intended to reduce energy consumption and promote sustainable living for more Americans and the communities they call home.”

Many single-family rental home property owners are actively taking steps to implement and advance programs focused on sustainable business practices. NRHC is proud to highlight a few of its members' accomplishments and efforts:

American Homes 4 Rent – as the country's largest developer of Built-for-Rent communities, American Homes 4 Rent is committed to green design, resource-saving maintenance operations, and paperless management technologies in the delivery of its new single-family properties, built to last and conserve. Beyond eco-conscious construction, American Homes 4 Rent's sustainable model is pillared by fostering community among residents, governing with integrity, and communicating transparently with stakeholders. In April 2021, the company announced a \$1.25 billion corporate credit facility with pricing tied to third-party sustainability performance metrics. Read more in the [2020 ESG Report](#).

Invitation Homes – with a portfolio of over 80,000 homes, Invitation Homes leverages the scale of its resources and expertise to magnify the impact of its green home investments and sustainability-focused operating practices. In December 2020, Invitation Homes was the first company in the single-family rental home industry to link ESG criteria to its corporate financing activities by announcing a \$3.5 billion line of credit with terms tied to independently-verified measures of sustainability performance. Learn about the company's commitment to ESG [here](#).

Progress Residential – as a nationwide owner-operator of single-family rental homes, Progress Residential has invested over \$450 million since 2017 in proactive measures to reduce the environmental footprint of its homes, including: upgrading appliances to Energy Star-certified brands;



replacing incandescent lighting with LED fixtures; installing programmable thermostats, low-flow shower heads and faucets, 1.5 gallon per flush toilets, and drought-resistant landscaping. Progress has also partnered with Habitat for Humanity to pilot a program to collect and resell working appliances and other items removed during the course of Progress home renovations that would otherwise have become waste.

Redwood Living, Inc. – Redwood is a development and property management company focused on bringing single-story rental neighborhoods to residents. The company’s mindful product selection and ongoing energy efficiencies help reduce product waste, increase product longevity, and decrease the number of non-renewable resources used during construction. Redwood installs high-efficiency HVAC units, LED lighting fixtures, low-flow plumbing fixtures, and Energy Star-rated windows and appliances in their homes. On average, Redwood helps residents save 30-80 percent on energy bills. Read more about Redwood’s sustainability efforts [here](#).

The Promise Homes Company – one of the country’s largest minority-led owner and operators of single-family rental homes, The Promise Homes Company is focused on improving the lives of the residents it serves and the communities where it invests. In December 2019, the company launched a program to provide free LED lighting and installation in all of its Atlanta-area homes, helping to reduce both energy costs and usage for residents. [Click here](#) to read more about the program.

Tricon Residential – an owner and operator of single-family rental homes and multi-family rental apartments in the United States and Canada, Tricon Residential has an unwavering commitment to making a difference in the lives of its residents and the communities in which it operates. Tricon continuously explores ways to leverage technology and deliver solutions that integrate corporate social responsibility and sustainability into its daily business activities and operations. The company’s 2020 ESG Annual Report highlights Tricon’s commitment to redefining sustainable rental housing. Read more in Tricon’s [2020-ESG Annual Report](#).

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About NRHC

The National Rental Home Council (NRHC) is the nonprofit trade association representing the single-family rental home industry. NRHC members provide families and individuals with access to high-quality, single-family rental homes that contribute to the vitality and vibrancy of neighborhoods and communities. For more information on NRHC or the single-family rental home industry visit www.rentalhomecouncil.org

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