

A new standard of living

WELL for residential is an evidence-based, third-party verified certification program for developers, builders, operators, architects and designers to create healthier, more resilient homes.

Health and well-being **generates demand** and **yields healthy returns**.

- **57% of homeowners** value health and well-being more than energy savings.¹
- **69% of homeowners** prioritize physical and mental health more than they did a year ago.¹
- Nava Real Estate's WELL Certified residential property experienced a spike in sales and **3% reduction in the sales timeline after certification**.²
- **New residences sell for 6-11.7% more** and **renovated homes sell for 12.7% more** when verified through a third-party program.^{3, 4}



About the program

The WELL for residential program is an opportunity for developers, builders, operators, architects and designers to transform the way homes are designed, built and maintained to support health and well-being. From addressing air and water quality to selecting safer materials, the program includes more than 100 impactful strategies that are applicable for new and existing single-family homes and units in multifamily buildings. WELL for residential is currently open for pilot enrollment. Participants can demonstrate their leadership and commitment to health within the residential market while providing feedback to shape and evolve the program.

VISIT [WWW.WELLCERTIFIED.COM/RESIDENTIAL](https://www.wellcertified.com/residential) TO LEARN MORE

1. M. Sharp, J. Lantz, A. Seng, "November Trends Reports, Healthy Homes: Product Gaps and Opportunities," <https://www.realestateconsulting.com/wp-content/uploads/2020/11/Healthy-Homes-BP-Version.pdf>, 2022.

2. B. Levitt, "WELL for Multifamily: a Pan-American Perspective. "Cost/Benefit Analysis of WELL Certification," <https://resources.wellcertified.com/webcasts/well-for-multifamily-a-pan-american-perspective/>, 2022.

3. G. Hallman, "The value of LEED homes in the Austin-Round Rock real estate market: A statistical analysis of sale premiums for green certification," U.S. Green Building Council, 2017.

4. L. Zhang, Y. Li, R. Stephenson and B. Ashuri, "Valuation of energy efficient certificates in buildings," Energy and Buildings, vol. 158, pp. 1226-1240, 2018.

Developed for the residential market *by* the residential market.

Global insights from

100+

IWBI Advisors

20

builders and developers



Establish resident confidence and trust with the WELL Residence seal.

Informed by the WELL Standard, which is utilized in

5.7B square feet

74,000+ locations

131+ countries



Help enhance home values and lease rates in a shifting residential landscape.



Capitalize on consumer demand for health.



Demonstrate market leadership through third-party validation.

Qualities of a WELL Residence



Improves air and water quality



Utilizes better, safer materials



Promotes security and privacy



Encourages healthy eating



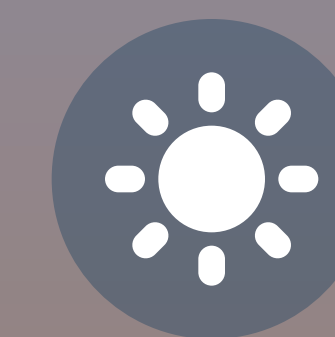
Boosts activity and daily movement



Provides good lighting and optimizes sleep



Makes your home more accessible



Optimizes productivity and energy

Built on a foundation of health.

WELL for residential is informed by the [WELL Standard](#) and developed by the [International WELL Building Institute \(IWBI\)](#) in collaboration with global insights from more than 100 WELL for residential advisors. The WELL Standard is the leading global standard for health and well-being, which relies upon cutting-edge science to help deliver people-first places.

The [International WELL Building Institute \(IWBI\)](#) is the global authority for transforming health and well-being in buildings, organizations and communities around the world.

