



**EVORA**

**GREYSTAR™**

Case Study

**Greystar**

# Greystar Unlocks Portfolio-Wide Sustainability and Decarbonization Strategy with EVORA's Expert Support

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## The Challenge

**Greystar, a global leader in rental housing development and investment, needed to meet rising sustainability ambitions from a primary investor.**

This required a structured, portfolio-wide approach to managing sustainability performance and developing a detailed carbon reduction plan across a US multi-family residential portfolio.



## Our Approach

EVORA delivered a comprehensive sustainability strategy project tailored to the investor's goals and Greystar's operational reality.

Our work included:

- 1. Strategy Workshop & Research** - Identified sustainability and ESG drivers, reviewed existing practices, and uncovered strategic gaps through discovery sessions with stakeholders.
- 2. Materiality Assessment** - Defined key focus areas, objectives, KPIs, and measurable targets to align with fund priorities.
- 3. Sustainability Strategy Framework** - Developed a roadmap of actions with timelines, stakeholder roles, and reporting processes to embed sustainability principles into the investment strategy — not just as a one-time exercise but an ongoing priority.
- 4. Physical Climate Risk Assessment** - Analyzed portfolio and asset-level exposure to climate-related risks, outlining mitigation actions and estimated future costs.
- 5. Net Zero Carbon Support** - Reviewed energy audits, prioritized carbon reduction measures, and modeled asset performance against the CRREM pathway. Identified short- and long-term decarbonization targets, implementation costs, and actions to meet net zero goals.



## Key Outcomes

EVORA enabled Greystar to operationalize sustainability principles and carbon targets across its portfolio through a strategic, data-driven framework.

Key achievements include:

- **Identification of material sustainability and ESG topics for the portfolio.**
- **Creation of a long-term sustainability strategy and management framework.**
- **Assessment of physical climate risks at both asset and portfolio levels.**
- **Development of net zero targets with actionable, costed interventions.**
- **CRREM-aligned modeling of portfolio decarbonization trajectory.**



“  
**EVORA provided the strategic clarity and data-led insight we needed to translate our sustainability ambitions into a practical, portfolio-wide strategy.”**

**Cope Willis**  
Managing Director,  
Sustainability



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of **Real Asset**  
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