

Green Building Research Highlights Electrical Efficiency

Green building consultant and author, Jerry Yudelson, studies energy efficiency and green building market opportunities for electrical equipment distributors and manufacturers.

Tucson, AZ ([PRWeb](#)) July 29, 2008 -- Jerry Yudelson today announced the beginning of a major new research study, "Energy Efficiency and Green Building Business Opportunities," for the St. Louis, Missouri-based National Association of Electrical Distributors (NAED) Education & Research Foundation. (<http://www.naed.org>)

According to Yudelson, "[Green building](#) and energy efficiency markets are growing by leaps and bounds, more than 50 percent per year. We're taking a long look at the potential for major new technologies and new business opportunities in the electrical equipment side of the green building industry." Citing industry statistics that show nearly 75 percent of all electricity produced in the U.S. goes into residential and commercial buildings, Yudelson said, "Marketing innovations in this industry are critical to reaching our goals of reducing energy use and greenhouse gas emissions from buildings."

Ed Orlet, research director of the NAED Education & Research Foundation, said, "We know that this study will allow us to help our members find profitable new business opportunities in the rapidly growing [green building industry](#). Yudelson Associates will come up with a broad-based industry analysis and a profile of the most immediate market opportunities for the electrical distributor."

This new study for the National Association of Electrical Distributors involves a web-based survey of nearly 200 NAED members, including distributors and electrical goods manufacturers, as well as 20 targeted individual interviews of key industry participants. "Our goal is to talk to and hear from both the 'mom and pop' small distributor, as well as to larger regional and national chains," said Yudelson Associates' research director Dr. Jaimie Galayda. "We hope to outline not only the market growth and profitable openings for electrical distributors, but also the best practices in responding to them."

About the Green Building Consulting Firm, Yudelson Associates:

Yudelson Associates is a leading national and international [green building consulting](#) firm. The founder, Jerry Yudelson, is widely acknowledged as one of the nation's leading experts on green building and green development. He is the author of eight [green building books](#) and serves as Research Scholar for Real Estate Sustainability for the International Council of Shopping Centers, a 70,000-member international trade organization. He is a frequent keynote speaker at green building industry and professional conferences. Mr. Yudelson also chairs the green building industry's largest annual show, GreenBuild (<http://www.greenbuildexpo.com>).

For more information on Yudelson Associates and its services for manufacturers, distributors, contractors, architects, engineers and developers, please visit <http://www.greenbuildconsult.com>

About the National Association of Electrical Distributors:

NAED is the trade association for the \$70+ billion electrical distribution industry. Through networking,



education, research, and benchmarking, NAED helps electrical distributors increase profitability and improve the channel. NAED's membership operates in approximately 4,400 locations internationally. For more information, go to <http://www.naed.org>.

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