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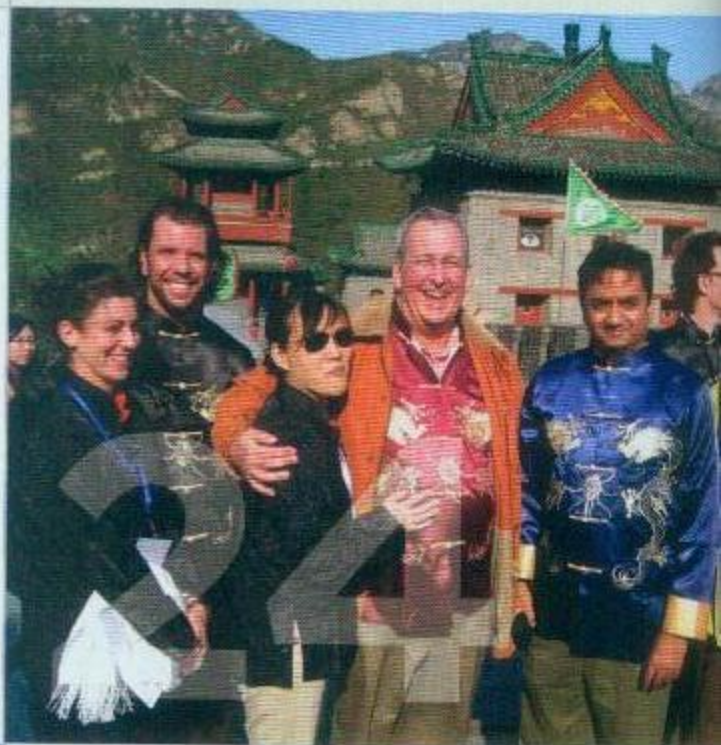
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FRONT DESK BLOG/Following the LEED Not as Lucrative Anymore: Before you get all bent out of shape after reading the headline, by no means am I suggesting pursuing LEED is a bad idea. In fact it's a great idea, one that will provide operational efficiencies, most notably in energy and water conservation, as well as potentially yielding local and regional incentives. But as it becomes more popular, it's losing a bit of luster as a marketing perk.