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"Banking Execs See Green"



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IBT Enterprises' *2008 Market Pulse Survey* revealed that going green is no longer just a trend or an environmentalist initiative. Of the 124 predominantly bank and credit union financial executives who participated in the survey, 70 percent said "being green" is important to their financial institutions—not only for the good of the environment, but also for reasons of reduced operating costs and importance to members and customers. In fact, 86 percent of survey participants said being green is important to their clientele. "We have found that green efforts tend to start small but grow into important initiatives," said Tom Tedrow, IBT Enterprises vice president of design and construction services. "Like many organizations, banks and credit unions truly understand the benefits associated with going green."

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