



For Immediate Release

Solar Panel Pioneer to Provide Construction Program Management to Green Residential Retrofits

Real estate investment fund announces partnership with renowned construction program manager to oversee large-scale residential green retrofits in Washington

SEATTLE, Washington (July 15, 2009) – [G2B Ventures](#), a Seattle-based investment company, today announced a key strategic partnership with Steve Friedman of Friedman Development, LLC for construction program management of its *Efficient Real Estate Fund* residential retrofits.

Friedman is nationally known for having developed over \$380 million worth of real estate properties, and most notably for serving as a partner, principal and senior officer in Merrill Gardens, LLC, a national chain of retirement communities with approximately 4,100 units in operation and development. Currently, Friedman and his team have been focused on a 125-unit LEED Certified senior congregate project that will have a completed value of \$32M, as well as pre-development work on a 91 unit multi-family building in Seattle.

[Earlier this year, G2B launched the Efficient Real Estate Fund](#), a \$50 million real estate investment vehicle that will use private capital to buy distressed properties, optimize them for energy efficiency and then rent or sell them as market conditions permit.

The G2B partnership will take Friedman, an industry figurehead and solar panel pioneer, back to his roots in the green home movement as G2B's head of construction program management. Friedman's experience as a green developer started back in the late 1970s when tax credits for home energy efficiency first came into existence. His passion for "getting it right" lead him to create an adjunct business to his family construction company that utilized solar panels to support domestic hot water systems.

On the appointment of Friedman, Peter Holland, Fund Manager at G2B Ventures said, “We are very excited to have Steve Friedman joining the G2B effort. Steve enjoys an outstanding reputation both for his integrity as well as for his extensive construction program management experience. Together, we look forward to earning our investors a healthy return while demonstrating the economic viability of energy efficient renovations.”

Friedman’s roots and deep expertise will enable him to help G2B Ventures capitalize on the increased value being awarded for making homes more efficient in their energy use. A pioneer in LEED (Leadership in Energy and Environmental Design) construction, Friedman said, “I was attracted to G2B’s group of smart and high-energy individuals who are enthusiastic about the opportunity to pursue a program of substantial financial returns and green modifications that will improve the energy efficiency of existing homes in the Seattle area. I’ve taken more than one building through LEED and am still an environmentalist at heart just trying to do the right thing.”

About Friedman Development –

[Friedman Development, LLC](#) is a Seattle, Washington-based property development company that provides Construction Management. Steve Friedman has served as Managing Member of Friedman Development, LLC since 1999. He is also a partner in Sound Communities, a Seattle-based holder of independent living communities. Noted for the developing the first LEED building in Puyallup, WA, the principals of the firm count more than 30 years in commercial development. Additional bio information for Steve Friedman can be found at www.g2bventures.com.

About G2B Ventures –

Headquartered in Seattle, G2B Ventures is an investment group actively engaged in developing business opportunities. Combining deep talent and over a decade of collaboration in finance, construction, sustainability and real estate into one brain trust, [the G2B team](#) applies a disciplined and transparent approach to property acquisition and energy efficient retrofits. The G2B team has experience spanning across the real estate spectrum, from appraisal and acquisition to banking and building green. Their projects range from retrofitting inefficient homes to recapitalizing and optimizing stalled development properties. For more information, please visit www.g2bventures.com.

####

Contact: Sonja Gustafson, G2B Ventures
206.854.4917
Sonja@g2bventures.com

Aaron Fairchild, G2B Ventures
206.947.8208
info@G2Bventures.com