

## CERTIFIED SITE, READY SITE AND READY BUILDING



### Overview

Xcel Energy's real estate programs help communities attract capital investment and create new, high-paying jobs. The programs focus on establishing real estate options to attract new and expanding businesses. The sites are certified in partnership with Phil Schneider, president of Schneider Strategy Consulting LLC and member of the Site Selectors Guild. This partnership ensures that our program follows a robust and credible certification protocol that site consultants and businesses value, and results in a broad inventory of sites and buildings in our eight-state service area.



### The process



#### STEP 1

#### GATHER INFORMATION

Our certification process starts with the collection and validation of essential property attributes that are attractive to expanding or relocating businesses, like:

- Zoned for commercial/industrial use
- Certified Sites are at least 40 acres, Ready Sites are at least 20 acres, and Ready Buildings are at least 20,000 square feet and in very good condition
- Reliable and robust electric power service or capacity available from Xcel Energy
- Good transportation access
- No significant environmental or flooding/wetlands concerns



#### STEP 2

#### EVALUATION AND DUE DILIGENCE

Using information gathered during in-person or virtual site visits, complemented by details provided by municipalities, other utilities and economic development organizations, our team reviews the due diligence on the property and infrastructure, including any required studies. Equipped with the knowledge we've gathered, businesses can move faster as they evaluate our available real estate.



#### STEP 3

#### CERTIFICATION AND MARKETING

Once a site or building completes the certification process, we promote it through a wide range of channels. Certified Sites, Ready Sites and Ready Buildings receive:

- Feature on Xcel Energy's Economic Development website
- Two-page marketing brochure
- Customized presentations for national site selectors and prospect proposals
- Promotion at national trade shows and industry events
- Promotional drone video and electronic binder (Certified Sites only)

### Get started

Economic development organizations, municipalities, developers, landowners or brokers can submit sites and buildings in Xcel Energy's service territory. We'll work with you through every step of the evaluation process and help the right business locate at your property.

#### READY TO WORK WITH US?

##### Jake Andre

Sites in Michigan, Minnesota, North Dakota, South Dakota or Wisconsin  
[jacob.n.andre@xcelenergy.com](mailto:jacob.n.andre@xcelenergy.com)

##### Nicholas Cole

Sites in Colorado, New Mexico or Texas  
[nicholas.j.cole@xcelenergy.com](mailto:nicholas.j.cole@xcelenergy.com)

Find our current certified sites and more information at  
[economicdevelopment.xcelenergy.com](http://economicdevelopment.xcelenergy.com).