INTERNATIONAL WELL BUILDING INSTITUTE™

Introducing WELL Residence Certification

Presenter Name, Title | Month 2026





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01

Overview

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The demand for health is at your front door

As the residential real estate market continues to evolve, homebuyers and renters are calling for homes that prioritize their well-being.

The WELL for residential difference

Help enhance home values and lease rates in a shifting residential landscape.

Capitalize on consumer demand for health.

Build resident confidence and trust with the verified WELL Residence mark.

Show market leadership through third-party validation.

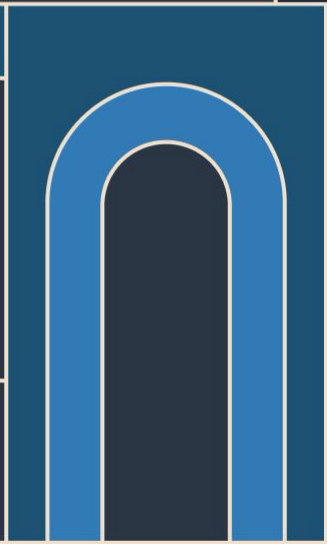
Recent studies have shown

Nava Real Estate's WELL Certified residential property experienced a spike in sales and a 3% reduction in its sales timeline after certification.[3]

69% of homeowners prioritize physical and mental health more than they did a year ago.[1]

57% of homeowners value health and well-being more than energy savings.[1]

New residences sell for 6–11.7% more and renovated homes for 12.7% more when verified through a third-party program.[2]



1. New Home Trends Institute
2. Hallman, USGBC, 2017; Zhang et al., Energy and Buildings, 2018
3. Nava Lakehouse WELL Case Study

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Healthier homes drive better resident outcomes

When NAVA Real Estate's Lakehouse community in Denver earned WELL Certification, Colorado State University measured what changed for the 155 people who moved in.



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NAVA LAKEHOUSE, DENVER

36 of 83 resident measures improved

6.9 → 7.9
Residents' air freshness rating on a 10-point scale

35% → 66%
Residents spending 1+ hours a week with neighbors

67% → 86%
Residents who feel connected to nature

41 min
Less time sitting each weekday

Source: Colorado State University Institute for the Built Environment, survey of 155 NAVA Lakehouse residents before and after move-in.

The first, holistic third-party verified certification for healthy homes.

Put the health and well-being of residents at the center of how homes are designed and built.







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Built for the residential market by the residential market

Global insights from:

- **100+** IWBI Advisors
- **50 Builders** and Developers
- **50,000** enrolled units

WELL
RESIDENCE



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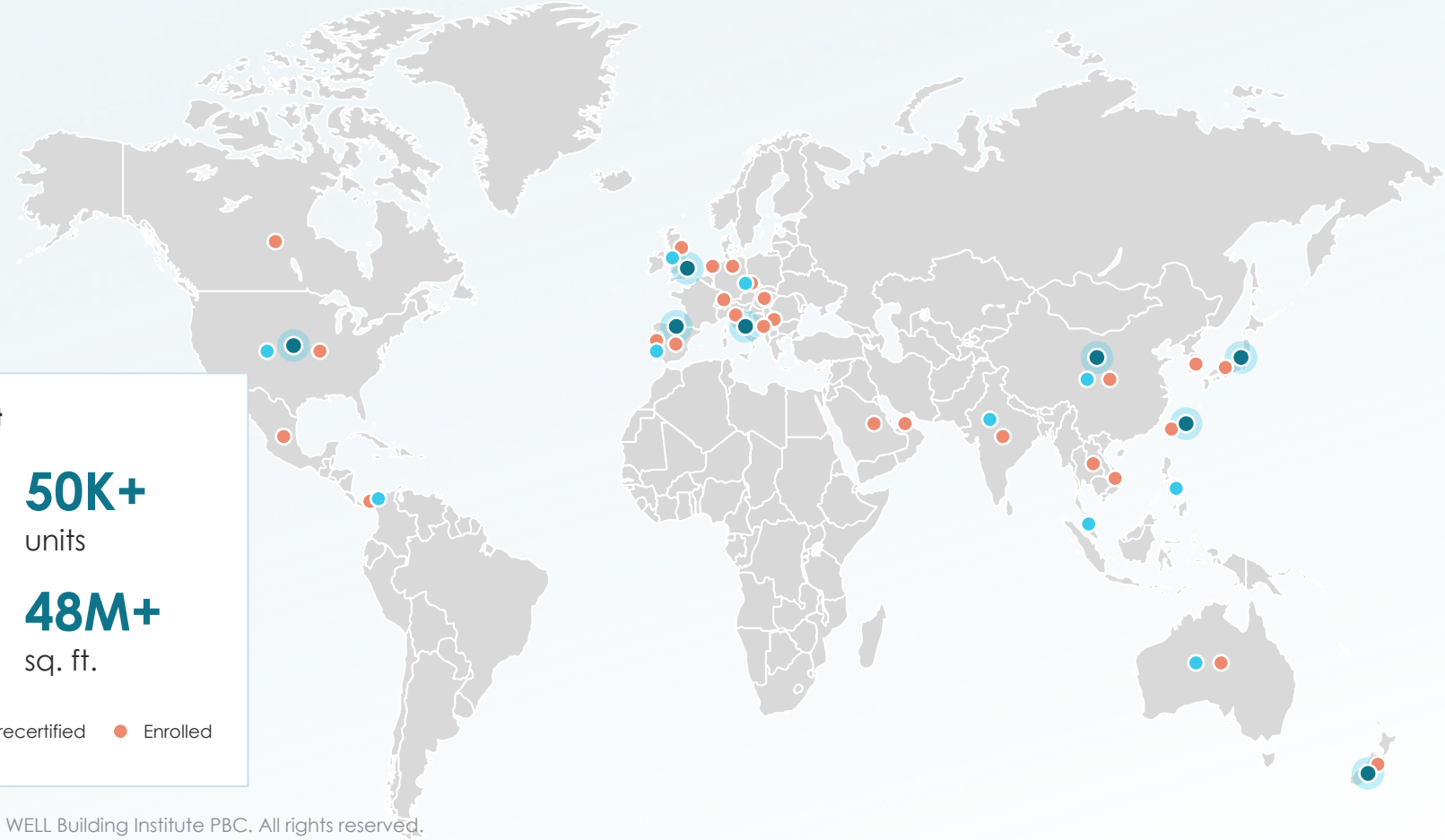
Trusted by residential leaders worldwide



Pilot enrollment

97 projects

50K+ units

30 countries

48M+ sq. ft.

Certified Precertified Enrolled

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Meet the pilot participants who shaped the program



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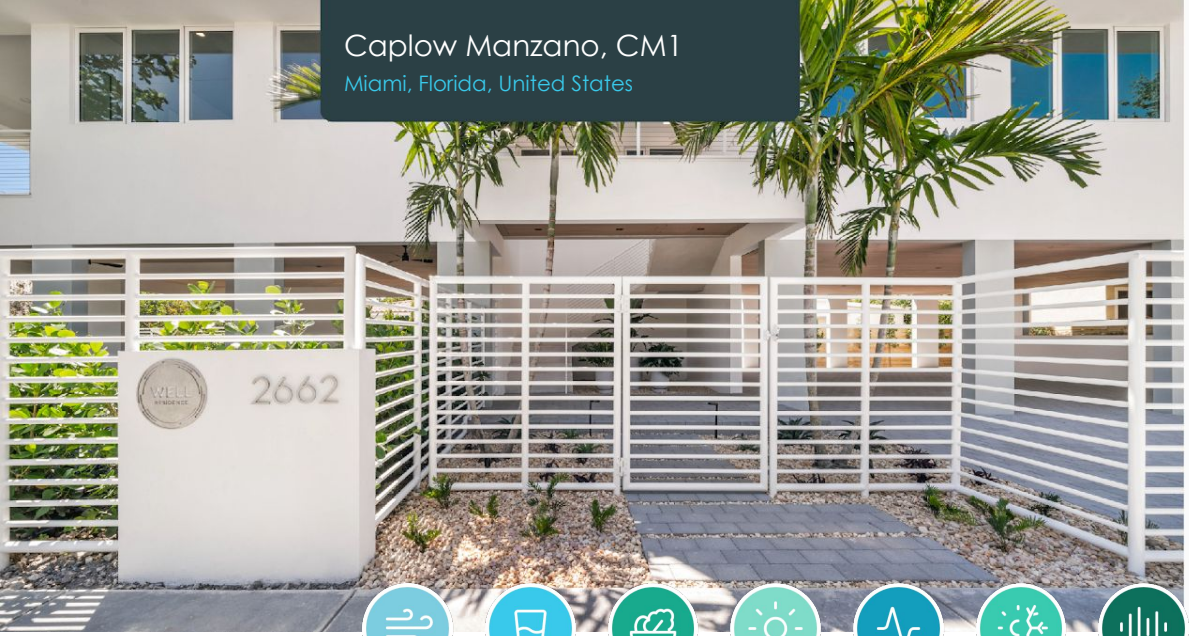



AIR WATER NOURISHMENT LIGHT MOVEMENT THERMAL COMFORT SOUND MATERIALS MIND COMMUNITY

A new standard of living

Based on a subset of strategies from the WELL Standard tailored specifically to residential spaces, WELL Residence Certification gives project teams the blueprint to create homes where residents thrive.

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Qualities of a WELL Residence

LIGHT
Better light and sleep

WATER
Cleaner water

NOURISHMENT
Healthy eating

COMMUNITY
Accessible design



AIR
Fresher air

MATERIALS
Safer materials

MOVEMENT
Daily activity

MIND
Security and privacy

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How it works

Choose from more than 100 evidence-based strategies. Document what you've put in place, and once it's verified, your homes earn the WELL Residence mark of excellence.

01 Enroll
Register your project with WELL.

02 Plan
Select the strategies that fit your homes and goals.

03 Verify
Document what you've put in place for third-party review.

04 Certify
Earn the WELL Residence mark of excellence.

02

Client Examples

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Corvias brings WELL Residence to military housing

Corvias, Fort Meade and Fort Bragg

"This is a foundational moment for creating and measuring standards for military housing. By joining the WELL Residence pilot, Corvias affirms our commitment to service members and their families and embodies our promise of Solutions Through Partnerships® to the U.S. Army. Joining this program also demonstrates our spirit of evolution. Corvias is excited about what we will learn to further support the well-being and resilience of military families, through the science of this third-party, evidence-based program."

Chris Wilson
CEO, Corvias



2,800
certified military homes

82%
increase in housing satisfaction at Fort Meade

93%
increase in satisfaction with water quality at Fort Meade

20,000
Units enrolled in the program as a portfolio-wide commitment

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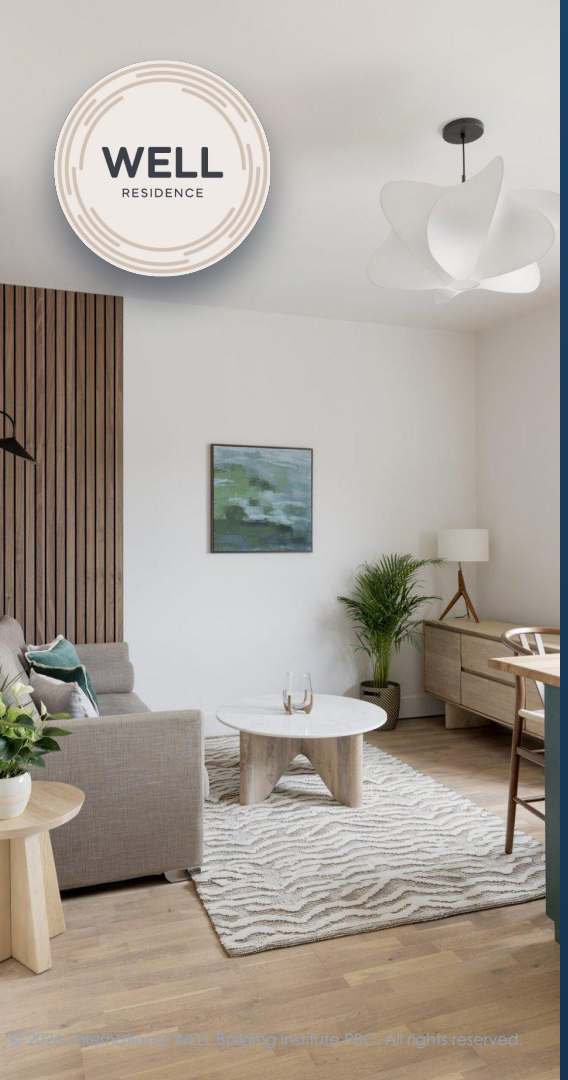

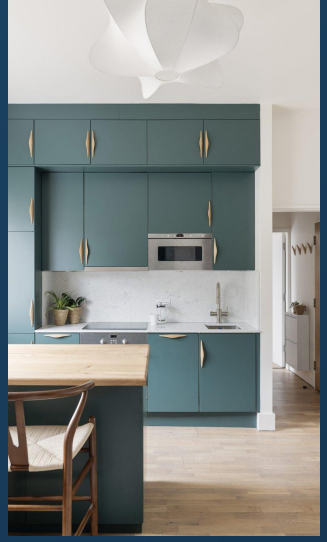

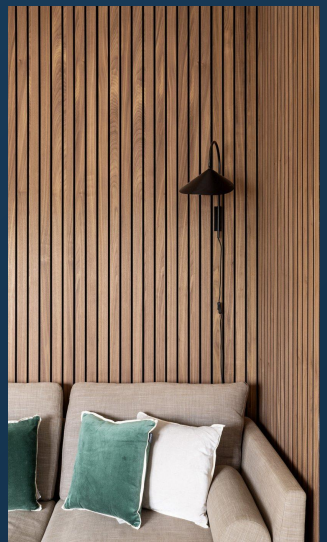

Albion Court completes historic retrofit

City Sanctuary, Whitechapel, London

1903
brewery building converted into homes

1st
UK development to earn WELL Residence for a retrofit

20%
Rent premium over non-certified units in the same building

"We have shown that you can deliver homes designed to actively improve health and well-being, even in the most complex retrofit projects, and without a premium-finish budget."

Alex Uregian
Managing Director, City Sanctuary

Source: City Sanctuary, citysanctuary.com. Quote from Showhouse, December 2025

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Jubilee brings WELL Residence to Texas

Johnson Development, Hockley, Texas

“It is our vision that Jubilee sparks joy for residents when they come home. We want home to be their happy place.”

June Tang
Vice President and General Manager, Jubilee



WELL RESIDENCE

310
homes certified to date

15
builders building to the program in every home

125
homes in the first project, the first to achieve WELL Residence in Texas, US

Sources: IWBI; Business Wire, November 2025

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The world's first certified WELL Residence

Caplow Manzano

"When we put the WELL Residence mark next to our work, we're signaling to homebuyers and brokers that this home meets the requirements of a clear and credible healthy homes standard."

Dr. Ted Caplow
Environmental Engineer and Co-founder, Caplow Manzano



1st
certified WELL Residence in the world

3
bedrooms and 4.5 bathrooms

5,904
square foot single family home

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A19 paves the way as first WELL Residence in LATAM

áurea

"For us, well-being begins with how a building responds to its place: how it filters the sun, welcomes daylight, brings nature closer and connects people to the city. At A19, these decisions shaped the architecture from the beginning. WELL Residence gives us a framework to develop that approach with greater rigor and accountability."

Daniel Ben-Avi
Founder and CEO, áurea



Source Images: Mallol Arquitectos

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Parkside earns Europe's first WELL Residence

Lendlease UK

"Our goal is to create homes that go beyond beautiful design — we want to support healthier, happier lives. Achieving Europe's first WELL Residence certification at Parkside reflects our commitment to putting resident well-being at the heart of everything we do."

Chris Botten
Head of Sustainability (Investments and Development), Lendlease UK



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05

Pricing

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RESIDENTIAL PROJECTS · PAY UPFRONT

All-inclusive pricing per project

One upfront fee covers every certification within three reviews over a three-year term.

MULTIFAMILY

$0.07 /sq ft

SINGLE FAMILY

$70 /home

Minimum $10,000 · Capped at $98,000

Pursue any of the following achievements across three reviews:

- Precertification (optional) for any WELL achievement (except WELL Performance)
- WELL Residence
- WELL Built, WELL Operated, WELL Performance, WELL Equity or WELL Health and Safety
- WELL Bronze, WELL Silver, WELL Gold or WELL Platinum

Onsite performance testing not included
Qualifying sectors, small businesses and emerging markets save 25% on program fees
Volume discounts: 10% off for 5+ projects, 25% off for 10+

RESIDENTIAL PROJECTS · PAY PER REVIEW

Review-based pricing per project

Pay for program access, then pay per review when you submit.

Access fee

$3,000

Three-year term with access to the WELL digital platform, including IWBI customer support and promotional materials

One “limited strategy” review

MULTI-FAMILY	SINGLE FAMILY
$0.04 /sq ft	$50 /home

Min $5,000 · Cap $49,000

One review which may include:

- Precertification (optional) for any achievement (except WELL Performance)
- Up to 50 strategies: enough to earn WELL Residence, WELL Built, WELL Operated, WELL Equity, WELL Health and Safety or WELL Performance or to make progress toward WELL Bronze through WELL Platinum

Two “unlimited strategy” reviews

MULTI-FAMILY	SINGLE FAMILY
$0.08 /sq ft	$100 /home

Min $10,000 · Cap $98,000

Two reviews which may include:

- Precertification (optional) for any achievement (except WELL Performance)
- Any number of strategies to earn any WELL achievement.

Onsite performance testing not included
Qualifying sectors, small businesses and emerging markets save 25% on program fees

WELL RESIDENCE CERTIFICATION · PILOT

Pilot pricing

Single enrollment

Enrollment fee

$3,000

Paid at the start and valid for three years.

Extra year of enrollment: $1,000

Program fee

MULTI-FAMILY

$0.08 /sq ft

SINGLE FAMILY

$100 /home

Minimum $8,000 · Capped at $98,000

Precertification (optional)

$0.05 /sq ft or $62.50 /home, credited toward the program fee at certification

Multiple projects

Annual subscription

Enroll some or all of your projects through one annual subscription.

$30,000 /yr and up

- Unlimited certifications
- Two review cycles per year
- Dedicated WELL coach
- One printed seal per dwelling unit, up to 1,600 seals per subscription year (shipping and custom fees are not included)*

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