

PRICING THE VALUE OF WELL

The changes to the pricing structure behind WELL reflect our overall goals for WELL v2: simplification, accessibility and flexibility.

What's changed

Instead of pricing adjusted by building type, overall pricing is now calculated at a nominal flat rate per square foot across the board. In WELL v2 projects will now have the option of a single-cycle payment or a three- or five-year subscription, depending on what best meets their needs. Project teams will select their own performance testing agent and thus the cost of on-site performance testing is separate from the new certification fees.

Introducing two options:

- *Single Cycle:* The single-cycle payment opportunity is most closely aligned to WELL v1 pricing for a fee that is guaranteed as long as the project submits documentation within five years of registering, and recertification will incur additional fees that will be approximately 30% of the original certification fees.
- *Subscription:* Because we view WELL as a journey, we are excited to offer a new subscription option with WELL v2. The subscription can be prepaid or paid on an annual basis, giving customers the ability to integrate WELL fees within their annual budget and distribute them over time. The project's annual fee will not increase during the term of the subscription. Subscribers have no deadline for documentation submission so long as their subscription is active. They will also receive 10 complimentary AAPs and a 35% discount on WELL AP registrations for up to 10 members of the project team. Projects will still recertify every three years and the fees are included in the subscription. Subscribers can re-submit for additional earned points or a higher level of certification at any time within a 12-month period prior to recertification for no additional cost.
Subscription is currently only available to WELL v2 projects.
- *Expanded pricing equity:* For projects in countries defined as lower-middle- and low-income countries according to the Atlas Method, an indicator of income developed by the World Bank, we're extending a 35% discount on registration and certification fees.

We're also introducing discounted sector-specific pricing for education, non-profits and affordable housing, along with government agency facilities.

Note that discounts cannot be combined.

- *Support for WELL Core:* WELL Core projects, with the exception of multifamily residential projects pursuing WELL Core certification, pay lower fees as do tenants in buildings that have achieved WELL Core.
- On-site performance testing no longer appears in the fee table. Project teams will select their own performance testing agent and contract with them separately.

What's stayed the same

What hasn't changed is our commitment to the scientific rigor, technical excellence and verified performance that leadership organizations demand when it comes to achieving human health and wellness outcomes. To this end, we'll continue to offer a full suite of services to support your WELL journey, including:

- *Access to WELL Online*, the digital project management portal, as well as the IWBI Market Solutions team for WELL coaching. The WELL coaching contact provides direct support to the project administrator on elements of the WELL process, including feature interpretations and AAP submissions.
- *Review of your WELL documentation* – including design and operations policies, procedures, protocols and purchasing guidelines – all the infrastructure that sets you up for ongoing success and celebration of the new WELL D&O milestone.
- *Performance Review* by GBCI, including an in-depth scorecard report.
- *Certification recognition*, including award of the WELL plaque, certificate, access to logos and imagery, opportunities to create a robust project directory listing, opportunities for developing project case studies with IWBI, market visibility and more.
- *Education options* for individuals, teams and the market at large through webcasts, presentations, articles, thought leadership, social media and advocacy, along with access to the latest in research findings linking health and wellness to the places and spaces where we live our lives.