

Crown Management Is Green Business Alliance Greenified

La Jolla-based property manager implements changes in an effort to go green and boost environmental sustainability

La Jolla, CA – June 18, 2009 – Crown Management, property managers specializing in beach area rentals, is now an official Greenified company. With the guidance of Green Business Alliance, Crown Management has successfully implemented specific green operating procedures that benefit the environment and its tenants while also enhancing the planet's ecological health.

“Crown Management is committed to being an active participant in the movement towards environmental sustainability,” said Wendy Austin of Crown Management. “Green Business Alliance has empowered us with specific information to become Greenified. This company-wide awareness not only helps the environment but also demonstrates to our tenants that we're making a difference. In addition, our efforts to Greenify our company are expected to help decrease our utility expenditures.”

To Greenify their organization, Crown Management has made numerous changes to its daily operations relating to copying, printing, and energy use. In addition Crown is implementing innovations at their properties including installing energy star appliances, and switching to No-Voc paint and water-efficient plumbing fixtures on future renovations.

“We are proud that Crown Management has made the commitment to Greenify its daily business practices,” said Hilary Kusel, executive director of Green Business Alliance. “As more businesses Go Green, the stress on the environment will decrease while precious natural resources are conserved. Crown Management is demonstrating that it is playing a key role to be a good environmental citizen, make a positive impact in its community and be a role model to customers and other businesses.”

About Crown Management

Crown Management specializes in beach area rental properties in Pacific Beach, Mission Beach, La Jolla, Ocean Beach and Banker's Hill. We are firmly committed to providing the highest level of service.

About Green Business Alliance

Green Business Alliance is a national firm helping companies “Go Green.” They have assumed a leading role in enabling organizations to Greenify their daily business practices. Their proprietary guidelines give specific direction to companies who are looking to implement more environmentally responsible business practices. Upon completion of their Guidelines to Greenify, member organizations receive the “Greenified” seal, placement in the GreenVisibility Directory as well as other recognition premiums. To Greenify not only helps the environment, it also provides a compelling reason for prospective customers to work with a business. The organization is based in Boca Raton, Florida and can be found on the web at www.greenbusinessalliance.com .