Nowadays, sustainability aspects have been considered for real estate investment as ESG criteria and impact investment illustrates the potential to generate higher yield with social and environmental impact. In real estate investment, many green initiatives and third-party green assessors become a significant role in sustainable investment. However, there are limitations in the current sustainable assessments to determine the sustainability of the investment in real estate that involve professional judgement and the use of the NIMBY phenomenon across the sustainability market. Therefore, this essay will be split into three sections. The first will focus on the impediment facing sustainable real estate investment. The second will focus on the solutions addressed, and the third will give opinions about improvements in implementing the given proposition.

Net zero carbon assets in demand. JLL survey has illustrated that 63% of leading investors have a strategic sustainability plan to invest in net zero carbon assets in the next three years (JLL, 2021). Sustainable real estate investment is positioned mainly in the portfolio focus. There are two responses to the sustainability initiatives: the retention of the higher performance assets and the acquisition of underperforming assets outside the portfolio. This is a long-term problem for sustainable real estate investment. The underperforming assets in the real estate market reflect the NIMBY phenomenon of the sustainability market. Investors and corporate occupiers only retain up-to-standard and performance assets in the portfolio without regard to any environmental or social impact outside their portfolio. The sustainability impact of the real estate investment integrated deeply outside its portfolio with correlated with external institutions and organisations. The real estate industry, on its own, is merely challenging as sustainability in the built environment sector embedded with external sustainability assessors (Jackson and Orr, 2021) means the capability to drive and shape the direction within the industry depends on external organisations and institutions. Sustainability in the real estate industry depends on external parties throughout its life cycle, from planning, construction, operation, and demolition. This limits the ability for sustainability to progress with the industry's initiatives but rather from regulatory framework influencing development and occupier decision on the investment. This could result in ineffective sustainability action and shifting the transformative to be more of a greenwash industry to please the portfolio and interpretivism regulator. Continuing, the support of real estate sustainability against the impediment will be given.

Sustainable investment transitioning the landscape of the real estate industry. In the abstract concept of sustainability, professionals and institutions help accelerate the change. In the England planning context, the screening process for Environmental Impact Assessment (EIA) has supported sustainability in real estate development, especially in the emerging market of new urban development. The process of EIA assists in conservation and ecological impact on the site with planning professionals that encourage the impact of the real estate development outside of the portfolio. For example, EIA assesses the effects of a development proposal on the environment to avoid, reduce or offset those effects. Planning is one of the aspects of sustainable real estate development. The construction and operation of the building account for most of the carbon emissions and environmental impact, and the EIA accounts only for screening the potential development. This was when external regulators such as CIOB and UKGBC stepped into the policy implementation of the vision of sustainability in the built environment construction. For example, their contributions are critical in constructive sustainability policy planning and implementation. Furthermore, the building operation of the energy operation transitioning from a third assessment party parties such LEED, BREEAM, and EPC that regulate the energy performance of the building from prohibited underperforming assets to enter the commercial market and benefits in higher rental yield for high sustainability performance building (Department for Energy Security and NetZero, 2021). For such, EPC E for commercial properties has been in place since 1 April 2020 and the deployment of EPC C by 2030. This highlights that the transitioning landscape of sustainable real estate investment could transform all assets by all before entering the commercial market.

These implementations of sustainable real estate investment require broadening interdisciplinary collaboration that could improve sustainability practices. The recognition of the transparency of statistics used in the real estate development outlook when determining the sustainability performance of the asset. Many statistics might use the greenwash initiative to appeal more to investors regarding sustainability performance. Clients and consultancies should be capable of elaborating the information and data in each real estate project. The promotion of sustainability transparency help recognise more significant possible impact generates by real estate development and investment. Another aspect of putting into improvement is the ESG impact on understanding broader impacts that investment contributes to environmental and sociological influence on the real estate market inside and outside of the portfolio. Sustainable real estate investment could effectively and efficiently increase the performance of the assets while influencing the broader impacts on development. Impact investment could persistently change the real estate investment landscape as occupiers and investors start to recognise the importance of sustainability practices. As the real estate industry market is appealing to adopt more ESG across stakeholders to transition to resilience and sustainable impacts.

In conclusion, sustainable real estate investment is a complex issue involving a range of impediments that challenge its progress. However, sustainability initiatives are slowly transitioning the real estate industry landscape towards net-zero carbon assets with the help of external regulators and interdisciplinary collaboration. While there is room for improvement in the transparency of sustainability statistics and understanding the broader impacts of investment, impact investment is seen as a critical driver for change in the industry. Ultimately, sustainable real estate investment has the potential to generate higher yields with social and environmental impact, and the industry must continue its efforts in transitioning towards resilience and sustainable impacts.

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