BRINKMAN

Brinkman, First Developer in Fort Collins Obtains B Corp Certification

FORT COLLINS, COLO. – February 8, 2018 – Northern Colorado-based Developer [Brinkman](#) announced today their achievement of B Corp Certification. This makes them one of 91 Colorado companies, only three of which are based in Fort Collins, who have earned this certification to date. Fellow Fort Collins B Corps include Motherlove Herbal Company, Envirofit International Inc., and New Belgium Brewing Co, Inc. In the real estate industry, Brinkman is one of only five companies in the state who have achieved this accolade.

B Corps are for-profit companies that believe in making a change in the world. They are "certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency" as mentioned on the B Corp website. Companies become B Corp certified when they earn a score of 80 out of 200 points on the B Impact Assessment. This assessment analyzes the company's overall impact on its stakeholders and typically takes around two to four hours to complete. Next, companies must meet the legal requirement for certification for their state. Finally, companies sign the B Corp Declaration of Interdependence and make their B Corp certification official. To date, there are 2,391 B Corps in over 50 countries involving 130 industries. Each of these B Corps have one unifying goal: to redefine success in business.

Brinkman's decision to become B Corp Certified stemmed from a commitment to taking a triple bottom line approach to their business and positively impacting people, creating a sense of place in a sustainable way, and producing a desirable economic impact.

Co-Founder and CEO, Kevin Brinkman, notes the turning point in the organization's history came as a result of reading a book by Patagonia Founder Yvon Chouinard, *Let My People Go Surfing: The Education of a Reluctant Business Man*.

"His approach to business resonated with me," remembers Brinkman. "It's possible to have a successful business while still doing good for the world. It doesn't have to be one or the other."

Becoming B Corp certified was the next logical step for the company. Not only does the B Corp community provide actionable strategies for "using business as a force for good," but they also utilize the B Impact Assessment to help businesses manage their impact.

"The B Lab is the accountability piece we wanted as part of this movement to become B Corp certified," said Brinkman. "It wasn't enough for us to just say we were committed to positively impacting the

community, we wanted to utilize their assessment to take a hard look at how we stack up in terms of social and environmental performance."

Brinkman has already put their renewed mission into action by providing enhanced employee benefits, like increased maternity/paternity leave, and committing to giving 10% of net revenue to charitable organizations.

According to Brinkman, this is just the start. "We have to recertify every two years and the standards become higher each time. We're in this for the long run and plan to continue on this path of improving our company for our employees, our community, and our world."

About Brinkman
Brinkman is a mission-driven real estate development and investment company headquartered in Fort Collins. The company is focused on using business as a force for good through the creation of meaningful places. Their projects generate positive economic and social multipliers for communities, families and investors.

For more information about Brinkman, please visit www.brinkmancolorado.com.

About B Corp Certification

For more information about B Corporations and the B Lab, please visit https://www.bcorporation.net/.

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