



**THE GREEN
MISSION**
DONATIONS • APPRAISALS • TAX EXPERTISE



DECONSTRUCTION ~ DONATION ~ VALUATION ~ TAX

OCTOBER 2026

From Sustainability Intent to Supportable Value

The convergence of valuation, taxation, and the circular economy, and the discussion our team will bring to Greenbuild 2026 in New York



By Jessica Irving Marschall, CPA, ISA AM

President and CEO, The Green Mission Inc. and GM-ESG
President, MAS LLC | President, Probity Appraisal Group

For most of the past two decades, sustainability in the built environment has been expressed principally as intent, in the form of pledges, targets, and policy statements that were seldom tested against the standards applied to other financial representations. That period is drawing to a close as lenders, institutional investors, regulators, and taxing authorities increasingly expect a sustainability claim to be supported by the same quality of evidence, and reduced to the same kind of supportable figure, that would be required of any other item affecting value or tax liability.

A recent article by Alexandra Faciu, MA MRICS, makes this case from the perspective of institutional real estate, and in doing so it describes the discipline on which all four of our companies depend. The Green Mission Inc. prepares IRS Qualified Appraisals of building materials and other personal property donated through deconstruction; Green Mission ESG Solutions, known as GM-ESG, provides corporate decommissioning, ESG reporting, and diversion analytics to

organizations managing facility transitions; Probity Appraisal Group produces appraisals for more traditional-style of donations like household goods, fine art, and collectibles; and MAS LLC, our tax practice of 26 years, advises a client base composed largely of small businesses. In each company the task is to establish a value or a tax position that is documented contemporaneously, developed under a recognized standard, and capable of withstanding examination.

Our team will attend the Greenbuild International Conference and Expo at the Javits Center in New York from October 20 through 23, 2026. In advance of the conference, this article summarizes Ms. Faciu's observations, reviews recent guidance from the four largest accounting networks on sustainability and taxation and describes how these developments bear on the work we perform, so that we may take up the discussion with our ongoing clients and with our colleagues in New York.

MEET OUR TEAM AT GREENBUILD 2026

October 20 - 23, 2026 ~ Javits Center, New York

MS. FACIU'S OBSERVATIONS FROM CLIMATE WEEK

Ms. Faciu, who is President of Alexandra Capital, Founder of SAM Curated, and a Governing Council Member of RICS, published "From Sustainability Intent to Capital Decisions in the Built Environment" on September 29, 2026. The article reports on New York Climate Week 2026, which placed the built environment at the center of its agenda and, by her account, directed its attention to the physical upgrades, regulatory changes, and capital decisions required to modernize cities, as opposed to statements of intent.

Ms. Faciu participated in the Sustainable Real Estate Forum on September 22 and 23 as a member of a panel entitled Silent Capital, Loud Consequences. The premise of the panel was that institutional capital is tightening, and that the pension funds, insurance companies, sovereign wealth funds, endowments, and family offices that supply most real estate equity as limited partners are becoming more selective and more insistent on transparency as returns come to depend on operational performance and less on leverage.

THE SIX SHIFTS

The whitepaper on which the panel drew identifies six shifts required of general partners and asset managers:

- From backward-looking ESG reporting to green transformation as a value engine
- From static PDF reporting to shared, decision-grade data environments
- From financial leverage to operational alpha
- From decision transparency to decision authority
- From AUM-driven fees to aligned economics
- From fragmented tools to intelligence-driven investment processes

Ms. Faciu relates these shifts to her own work on green value, observing that sustainability data "only earns its keep when it can be traced through to cash flow, CAPEX, and exit value, not when it sits in a compliance folder," and she cites the whitepaper's conclusion that the future of real estate "will not be defined by who reports best, but by who decides best." Her own remarks to the panel addressed valuation and the role of RICS in setting standards, and in particular the need to convert sustainability from a line in a report into a figure that enters the capital stack, informs underwriting, and shapes the data on which a valuation is built. She concludes that the retrofits, grid modernization, and resilient design emphasized throughout Climate Week will not reach scale until capital, underwriting, data, and valuation evolve alongside them.

We concur with that conclusion and would add taxation to the list. Although Ms. Faciu writes about institutional real estate under the standards of the chartered surveying profession, and our own work concerns personal property valued under the Uniform Standards of Professional Appraisal Practice for federal income tax purposes, the governing principle in both settings is that ***a sustainability measure produces financial value only to the extent that it has been measured under a recognized standard and documented well enough to be relied upon by an underwriter, an auditor, or an examining agent.***

Deconstruction offers a useful illustration, because an owner who elects to dismantle a structure and contribute the salvaged materials to a qualified organization, in lieu of demolishing the structure and consigning the debris to a landfill, has made a decision of clear environmental merit, while the question of whether that decision also yields a deduction under Internal Revenue Code Section 170 depends on the quality of the appraisal and the completeness of the supporting records.

RECENT GUIDANCE FROM THE LARGE ACCOUNTING NETWORKS

Each of the four largest accounting networks has recently published guidance on the convergence of sustainability and taxation. These publications are addressed to multinational enterprises, and several of the regimes they discuss, including the European Union Carbon Border Adjustment Mechanism, have no direct application to a homeowner or a

small contractor in the United States. The conclusions they reach are nevertheless consistent with one another and, in our judgment, relevant to clients of every size. The table below summarizes the principal point of each publication and its bearing on the clients we serve.

Firm	Principal point	Bearing on our clients
Deloitte	Sustainability measures now take the form of tax policy, including carbon taxes, cap-and-trade systems, emissions-based levies, and targeted incentives. Unlike conventional taxes, these measures depend on physical and technical data such as emission levels and recycled content.	Material quantities, weights, and diversion figures are becoming tax-relevant records, and a properly documented deconstruction and/or decommission project generates that data as a matter of course.
EY	Sustainability policy is increasingly implemented through taxation and not solely through disclosure. Because the resulting obligations attach to transactional data and entity roles, the tax function is positioned to identify exposure early and to influence decisions.	A tax advisor should be consulted while a renovation, removal, or facility exit is still being planned, because the documentation required to support a deduction must be assembled before and during the work and cannot be reconstructed afterward.
KPMG	Sustainability strategy affects transfer pricing, supply chains, indirect taxes, and customs, and tax transparency has itself become a reporting subject under standards such as GRI 207.	Tax positions now form part of the sustainability record, so that supportable valuations and complete documentation serve both the deduction and the disclosure.
PwC	The climate transition is one of five forces reshaping tax systems, together with AI and digital transformation, fiscal pressure, geopolitical fragmentation, and populism. Tax is moving from a compliance function to a strategic consideration in which data integrity is critical.	Because incentives and limitations will continue to change, clients who consider the tax consequences during project planning will be better positioned than those who address them at year-end.

COMMON CONCLUSIONS

Taken together, the four publications support three conclusions that extend well beyond multinational groups. First, governments now rely on the tax system, through both incentives and charges, as a primary instrument of environmental policy, with the result that sustainability has become a tax matter in its own right. Second, the positions that are sustained on review are those supported by physical, verifiable records prepared at the time of the transaction, as distinguished from estimates assembled after the fact. Third, the firms uniformly describe a movement away from reactive

compliance and toward the involvement of tax professionals at the planning stage, when the structure of a transaction can still be influenced.

These conclusions will be familiar to anyone who prepares appraisals of noncash charitable contributions as well as tax workpapers. The qualified appraisal requirements and CPA due diligence have long called for contemporaneous documentation, a stated method of valuation and basis for the value concluded, and an appraiser who satisfies defined education and experience requirements. The change we observe is that the wider market is now converging on the same expectations.

WHY SMALL BUSINESSES ARE A NATURAL FIT

Most published commentary on sustainability and taxation is directed to large enterprises. MAS LLC serves approximately 425 clients, the majority of them small businesses, and it has been our experience that these businesses are better suited to the sustainability model than is commonly assumed. Small enterprises reuse, repair, and repurpose assets as a matter of ordinary economy, they maintain close relationships with their communities and with the charitable organizations that receive donated materials, and their decisions are made by owners who are able to act without the layers of approval that slow larger organizations.

The constraint these businesses face is administrative capacity, a subject addressed directly in recent research. In a 2026 study published in *Golden Ratio of Taxation Studies*, Muhammad Fajeri Siregar and Egy Juwita Tarigan review the literature on tax compliance behavior, digital tax services, and business sustainability among small and medium-sized enterprises. The authors report that compliance costs, which include time, learning, and reliance on outside advisors in addition to the tax itself, are significant for smaller firms and can materially affect cash flow, profitability, and the capacity to reinvest. They find that digital tax services improve compliance only where they reduce complexity, and that systems which are difficult to use add to the administrative burden they were intended to relieve. They identify perceived

fairness as the factor that conditions these outcomes, in that owners who regard the tax system as consistent and transparent are more likely to comply voluntarily and to plan for the long term. On that basis the authors characterize compliance as a sustainability-relevant process and, where it is properly supported, as an investment in the stability of the business.

The study is a synthesis of prior research, much of it drawn from emerging economies, and because it does not test its hypotheses statistically, its conclusions are best read as a

conceptual framework, although that framework is consistent with what we observe in practice. A small business that maintains reliable books, understands its obligations, and has access to an advisor who can explain the applicable rules is in a position to pursue opportunities, including those related to sustainability, that would otherwise be foreclosed by administrative burden. Relieving that burden is a substantial part of the service MAS LLC provides to its clients.

THE WORK OF THE GREEN MISSION INC.

The Green Mission Inc. prepares IRS-qualified, USPAP-compliant appraisals of personal property contributed to charitable organizations, with a concentration in materials recovered through deconstruction. When a residence is remodeled or removed, or a commercial space is cleared, the cabinetry, appliances, lumber, brick, fixtures, and furnishings that would otherwise enter the waste stream may instead be contributed to a qualified organization, and the donor may be entitled to a deduction measured by the fair market value of the contributed property, subject to the limitations of Section 170.

The substantiation requirements that govern such a deduction are specific, and under Section 170(f)(11) and Treasury Regulation Section 1.170A-17, a donor claiming a deduction of more than \$5,000 for an item or group of similar items must obtain a qualified appraisal prepared by a qualified appraiser and must complete Section B of Form 8283, which is signed by both the appraiser and the donee organization. The appraisal must be signed and dated no earlier than 60 days before the date of contribution and must be received by the donor before the due date, including extensions, of the return on which the deduction is first claimed, and the appraisal fee may not be based on a percentage of the appraised value. Because a deduction that

fails these requirements may be disallowed without regard to the actual value of the property, and because valuation misstatements expose both the donor and the appraiser to penalties, we treat compliance with these provisions as the foundation of every engagement.

OUR PROCESS

An engagement ordinarily begins with an initial discussion of the project, followed by a field inspection and, generally within 24 to 48 hours, an estimate of the fair market value range. The engagement agreement sets a fee determined by the time and research required, after which we assist the donor, where needed, in identifying a qualified nonprofit or governmental recipient, and research commences upon receipt of the donor's documentation. The completed appraisal and the signed Form 8283 are ordinarily delivered four to eight weeks thereafter.

CURRENT UPDATE

Our team remains hard at work producing IRS Qualified Appraisals for both residential and commercial deconstruction donations. We also continue to advocate for higher professional standards in this field, including formal coursework, rigorous examination, and verified experience for those who prepare these appraisals.

THE WORK OF GM-ESG

Green Mission ESG Solutions, known as GM-ESG, is the third of our four companies and the one through which the appraisal and tax disciplines described above are brought to corporate and institutional clients. Its stated purpose is to build a smarter circular economy through environmental consulting, sustainability reporting, sustainable finance, and green building practices, and it does so as a collaboration among The Green Mission Inc., which contributes

deconstruction, asset recovery, and appraisal expertise; United Asset Management, which contributes furniture and equipment management; and Carbon Wise Sustainable Innovation, which contributes expertise in environmental policy and embodied emissions.

The need for such a platform is evident from the scale of the waste stream, since construction and demolition activity in the United States generates an estimated 600 million tons of

debris each year, and a large share of the furniture, fixtures, and equipment removed from commercial space is sent to landfill although it remains serviceable. A company that exits a lease, consolidates offices, or retires a facility therefore faces, on a larger scale, the same decision that confronts a homeowner before a renovation, which is whether those assets will be discarded or placed where they retain value.

SERVICES

GM-ESG addresses that decision through a set of related services that are designed to be delivered together. Its corporate decommissioning support covers the full course of a facility transition, beginning with a site inventory and pre-decommission assessment and continuing through selective deconstruction, sustainable salvage, and the logistics of donation and reuse. Its donation facilitation service places inventory with organizations described in Section 501(c)(3) and with resale platforms, and its appraisal service provides USPAP-compliant, IRS-qualified valuations together with the Form 8283 documentation required to support a charitable contribution deduction.

These operational services are accompanied by analytical ones. Diversion analytics and materials tracking capture data at the level of the individual asset and quantify the associated environmental effect, while tax-benefit modeling for donated materials allows a client to evaluate the anticipated deduction before a project begins. ESG reporting and carbon analysis then present the results in a form suited to the disclosure frameworks to which a client may be subject, including the European Union Corporate

Sustainability Reporting Directive, California Senate Bills 253 and 261, and the standards of the International Sustainability Standards Board. GM-ESG delivers these services across multiple markets in the United States and Canada, and it also works to develop secondary markets for recovered materials through policy advocacy, retail consulting, and the expansion of reuse infrastructure.

CLIENTS SERVED

The clients for whom this work is performed include commercial real estate owners and managers; corporate workplace and facilities teams; sustainability and ESG departments; architecture, engineering, and construction firms; institutions of higher education; healthcare systems; government and institutional facilities; and companies in technology, manufacturing, and distribution.

It is in this setting that the themes of the publications discussed above take practical form. The physical data described by Deloitte, the early involvement of the tax function recommended by EY, the transparency emphasized by KPMG, and the data integrity that PwC regards as critical are all present in a single, properly managed decommissioning project, and the decision-grade data environment that Ms. Faciu's panel called for is what asset-level diversion tracking is intended to supply. The application of IRS-qualified appraisal standards, compliance with GAAP and ASC, as well as memos and Tax Court rulings allows the client to document reuse and also to quantify its value, so that a corporate sustainability initiative is connected to a measurable financial result.

MAS LLC: 26 YEARS OF SERVICE TO SMALL BUSINESS

MAS LLC, our tax practice of 26 years, continues to support our small business clients, who are a natural fit for the sustainability model for the reasons described above. The practice provides tax preparation, planning, and advisory services, and it is the foundation on which our appraisal work was built. An appraiser who understands how a deduction is reported, limited, and examined is better equipped to prepare an appraisal that serves its purpose, and a tax advisor who understands valuation is better equipped to advise a client on whether a contemplated contribution is advantageous.

That advice has become more important as the federal rules have changed. Legislation enacted in 2025 curtailed or accelerated the expiration of several energy-related incentives, and for tax years beginning after December 31, 2025, it introduced new floors on the charitable contribution deduction, equal to 0.5 percent of the contribution base for individuals who itemize and 1 percent of taxable income for corporations. The deduction for contributed property remains available, but its benefit varies with the circumstances of each taxpayer, and we encourage any client considering a deconstruction donation to review the anticipated tax result before the project begins.

SUBJECTS FOR DISCUSSION AT GREENBUILD

Greenbuild, which is held in partnership with the U.S. Green Building Council, is the largest annual gathering of green building professionals, and this year it takes place at the Javits Center in New York from October 20 through 23, 2026. Our team will attend and would welcome discussion of the following subjects:

- Deconstruction as a planned alternative to demolition, including the effect of early appraisal involvement on project scheduling and results
- The qualified appraisal requirements, and the role of appraiser qualifications and methodology in determining whether a deduction is sustained on examination

- Corporate decommissioning through GM-ESG, including pre-decommission assessment, donation facilitation, and tax-benefit modeling for donated materials
- ESG reporting, carbon analysis, and diversion analytics that connect asset-level data to sustainability disclosures
- The role of the tax function in sustainability decisions, with reference to the recent guidance from Deloitte, EY, KPMG, and PwC
- The participation of small businesses in the circular economy and the practical support their owners require
- Collaboration among architects, contractors, deconstruction firms, and charitable organizations that share an interest in keeping usable materials in service

CONTINUING THE DISCUSSION

The distance between sustainability intent and financial value is closed by documentation, sound methodology, and professional accountability, which are the ordinary work of appraisers and tax advisors and the work our team has performed for more than two decades. We are prepared to discuss with our ongoing clients how the developments

described in this article affect their projects and their tax planning, and we encourage them to contact us before undertaking a renovation, removal, or relocation. We look forward to continuing the discussion with our colleagues at Greenbuild in New York.

REACH OUT TO RECEIVE A COMPLIMENTARY QUOTE ON YOUR NEXT PROJECT

JESSICA I. MARSCHALL,
CPA, ISA AM
PRESIDENT & CEO
Info@TheGreenMissionInc.com

The Green Mission Inc.
www.thegreenmissioninc.com
GM-ESG www.gm-esg.com

MAS LLC www.marschalltax.com
Probity Appraisal Group
www.ProbityAppraisal.com

SOURCES AND FURTHER READING

- Faciu, A. (September 29, 2026). [From Sustainability Intent to Capital Decisions in the Built Environment](#)
- Sustainable Real Estate Forum whitepaper. [Silent Capital, Loud Consequences](#)
- Deloitte. [When Sustainability Becomes Tax Policy: What Leaders Need to Know](#)
- EY. [Why Sustainability Taxes Demand Better Tax Data](#)
- KPMG. [Tax Issues in the Sustainability Strategy](#)
- PwC. [The New Tax Order](#)
- Siregar, M. F., and Tarigan, E. J. (2026). Golden Ratio of Taxation Studies, 6(1). [Tax Compliance Behavior, Digital Tax Services, and Business Sustainability](#)
- Green Mission ESG Solutions. [www.gm-esg.com](#)
- Greenbuild International Conference and Expo. [Show information](#)

This article is provided for general information and does not constitute tax, legal, or valuation advice for any specific situation. Readers should consult their own advisors regarding their particular circumstances.