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**USGBC California and BuildingEase Partner to Launch
REBUILD MARKETPLACE**

The Marketplace supports the release of the CA Wildfire Rebuilding Guide

LOS ANGELES, CA (May 29, 2025) The USGBC California (USGBC-CA) and BuildingEase today announced a groundbreaking partnership to create the [Rebuild Marketplace](#)—a centralized platform to connect communities, builders, and homeowners with sustainable and fire-resilient building materials in the wake of California's increasingly frequent and severe wildfires. The Marketplace supports the recently released [California Wildfire Rebuilding Guide](#), produced by USGBC California in partnership with Arup.

This first-of-its-kind marketplace addresses the urgent need for climate-adaptive, low-carbon rebuilding solutions in wildfire-impacted areas. Designed with environmental performance, community resilience, and reducing consumer cost in mind, the marketplace will feature vetted materials and technologies that support regenerative design, lower embodied carbon, and enhance fire resistance, while promoting the concept of aggregated purchasing to save money for owners while boosting sales of the best products.



End-to-End Support

Group Buying Power

Trusted Supplier Network

The [Rebuild Marketplace](#) is a group purchasing and procurement platform powered by BuildingEase that is designed to support individuals, contractors, architects, and ultimately communities in rebuilding, starting in California and expanding to serve anyone committed to sustainable, resilient construction. Whether you're a homeowner, developer, builder, or supplier, the platform connects you to high-quality materials, equipment, supplies, and services through streamlined collaboration.

"California is on the front lines of the climate crisis, and many of us in the L.A. area have been deeply impacted by this tragedy and are engaged in how we rebuild while improving the future of our communities," said Ben Stapleton, Executive Director of USGBC California. "Rebuilding after a wildfire shouldn't mean compromising on sustainability or resilience. This partnership with BuildingEase is about empowering communities to build back smarter and greener—with speed, confidence, and impact while reducing cost. Between the Marketplace and our Rebuilding Guide, we hope to provide a practical, user-friendly, and positive path forward in the rebuilding process."

BuildingEase, a digital platform focused on accelerating sustainable construction, brings its advanced product vetting tools, supplier database, and streamlined procurement capabilities to the initiative. By integrating USGBC California's green building expertise with BuildingEase's technology, the marketplace ensures that materials meet rigorous performance criteria and align with green certification programs like LEED and CALGreen.

"Our mission at BuildingEase is to remove the friction from building sustainably," said Barbra BatShalom, CEO of BuildingEase. "We're proud to work with USGBC California to deliver a tool that not only simplifies post-wildfire rebuilding but also raises the bar for what's possible in sustainable construction."

The Rebuild Marketplace will pilot in several wildfire-affected communities this summer, with plans for broader rollout by the end of 2025. Features will include:

- Curated catalog of wildfire-resilient, low-carbon materials
- Buyer's marketplace for transparent aggregated purchasing
- Support for local materials and workforce development
- Integration with rebuilding partners and programs

Upcoming events will help expand the Rebuild Marketplace. USGBC-CA will host a [Rebuild Marketplace Crowdsourcing CoLab virtual event on June 17](#), open to all and in real-time, where participants can share and recommend top products to build out the master list of preferred materials.

USGBC California and BuildingEase aim to transform disaster recovery into an opportunity for long-term environmental and community benefit, proving that sustainability and resilience are not just compatible, but inseparable.

For any questions about the Marketplace, please contact Becky Feldman, becky@usgbc-ca.org; for specific questions about BuildingEase, please contact Shayna Bodi, info@buildingease.com.

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About USGBC California

USGBC California is a 501(c)3 non-profit and member-based organization whose vision is to transform California's built environment into a more sustainable, resilient, and equitable region for all. USGBC California, an independent chapter of the U.S. Green Building Council, comprises green building communities across the state. We lead by inspiring leaders throughout our communities to take action on climate change, public health, and environmental justice while educating, developing, and empowering a diverse talent pipeline through our training, mentorship, and direct-to-community programs. We connect by merging interdisciplinary perspectives and collaborations to create positive systemic change. We advocate through promoting innovative, impactful policy solutions addressing the most urgent environmental and social challenges of our time. (www.usgbc-ca.org)

About BuildingEase

BuildingEase (BE) is the industry's first end-to-end workflow platform for building materials. From research through procurement and installation, BE makes it easy to do the right thing. Owners and their project teams can set product standards and automate compliance across all project teams, use our 1-click reporting for the AIA Material Pledge and easily find products in our catalog filtered by mindfulMATERIALS CMF (Common Material Framework) or 3rd party certifications. BE makes life easy for manufacturers, eliminating manual data entry, porting out product data to other platforms and providing a free live-lead dashboard to the industry's only centralized marketplace. This gives sellers unprecedented reach to projects nationwide to boost sales, stop sales losses due to cost cutting or unwanted substitutions. BuildingEase is the industry's Easy Button for materials that empowers users to have a positive impact on communities by making the healthiest products available at the best prices. (<https://buildingease.com/>)