

A photograph of a Hyatt Place hotel building at night. The building is a multi-story structure with a brick facade and large glass windows. The "HYATT PLACE" logo is illuminated on the top right corner of the building. The sky is dark blue, and the building's lights are on, creating a warm glow. A green vertical bar is overlaid on the right side of the image, containing the text "Case Study".

HYATT PLACE

Case Study

Verdant Energy Management Solutions

Trusted and installed by thousands of hotels, multifamily buildings and other commercial facilities, Verdant's energy management thermostats combine smart occupancy sensors with patented software to reduce energy consumption while maintaining guest comfort.

BRE Hotels & Resorts

verdant®



EMERSON™

ABOUT

BRE Hotels & Resorts

For Tiffany Evans, Head of Energy Management at BRE Hotels & Resorts, the Verdant energy management system has become a core technology staple of their select service hotel operations.



“When we acquire hotels, we focus heavily on value-add solutions that improve the guest experience, reduce our carbon footprint, and increase the asset value”, said Evans.

“We have core initiatives that we implement in our acquired properties that are low-cost with short ROIs, Verdant being one of them”.

BRE Hotels & Resorts, a subsidiary of The Blackstone Group, the largest private equity firm in the world and a former majority shareholder of Hilton Hotels, has **nearly 150 hotels** in its US portfolio. It’s fair to say they know a thing or two about increasing the value of their assets, and Verdant has played a significant role in several important ways.

“Verdant is extremely good at identifying utility rebate opportunities and bringing those to our attention. We’ve been able to take advantage of some exceptional rebates where the cost of the system was either heavily reduced or required no out-of-pocket capital investment”, said Evans. “They’ve made it really turnkey for us”.

One such asset is the **Hyatt House hotel in downtown San Jose, CA** - one of many BRE Hotels to have benefitted from generous rebates and incentive programs offered by utility companies throughout the US.

In the two years after installing the Verdant system prior to the COVID 19 pandemic, the Hyatt House San Jose saved **over \$214,000** in electricity costs by **reducing guestroom HVAC runtime by 48%**, on average, while simultaneously increasing the value of the asset by **over \$2.5M**.

Across the BRE portfolio of properties retrofitted with Verdant thermostats, the annual savings have averaged **\$36,432**. Each dollar saved is not only a reduction in annual operating expenses, but several more dollars in added resale value. “Verdant’s ability to quantify the savings has been crucial in demonstrating the value of the system,” says Evans. “My motto has become ‘trust but verify’ and Verdant’s data does just that”.

“One of the things we really appreciate about Verdant is the system’s capability for reporting. We receive monthly reports that quantify the energy savings at each of our properties, and we also have the ability to download the aggregated data from each property and verify it through a 3rd party M&V company to make sure everything jives”.

AT A GLANCE

Hyatt House San Jose, CA

Average HVAC Runtime Reduction	48%
Average Monthly Savings	\$8,921
Payback Period	10 months
Added Resale Value	\$2,783,222

*A typical property is valued at 13x EBITDA.

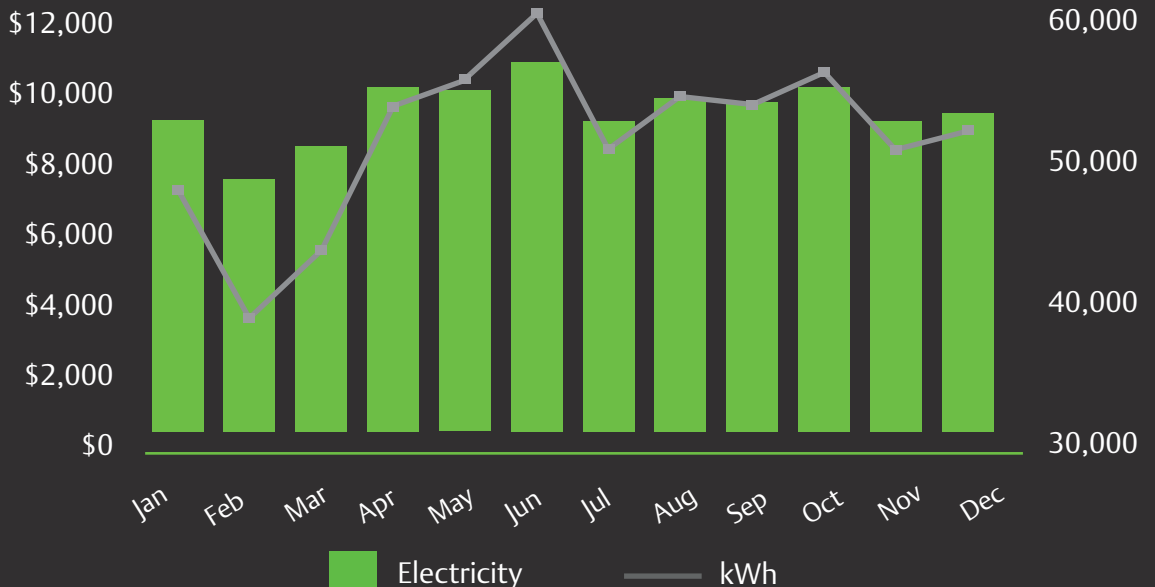
AVERAGE MONTHLY ENERGY SAVINGS

Hyatt House San Jose, CA

2 years
Jan 2019 - Dec 2020

Cumulative Savings

\$214,094



On average, hotel guestrooms are unoccupied more than 60% of the time, even when rented, wasting energy heating and cooling empty rooms, and unnecessarily inflating electricity costs.

That's where we come in. Our smart thermostats solve this problem by using advanced occupancy sensing technology to continuously scan the room for motion and body heat.

When guests are present, they're given full control over room temperature. When guests leave the room, Verdant thermostats enter 'setback mode', allowing room temperatures to drift naturally by a few degrees, reducing HVAC runtimes by 40% on average.

Installing the Verdant energy management system is simple. Property staff can easily install our smart thermostats in less than 10 minutes per room.

The units then start communicating with each other wirelessly, creating a 100% wireless network that can be used by our energy experts to manage your network.

Verdant's proprietary communication protocol leverages low frequency radio waves that easily penetrate thick walls and cover long distances, eliminating the need for additional networking equipment and keeping your WIFI network free of any interference.

Most properties achieve significant annual savings on their utility bills, and a payback period between 12-18 months*. That's thousands of dollars back in your pocket every year. It's also a significant boost to your property's overall value. That's because every dollar saved in electricity costs increases the resale value of your property by 13X**, generating an incredible return on invested capital. Very few investment opportunities will offer so much upside in such a short time.

And when our own energy experts remotely manage all your thermostats using advanced cloudbased software, you get optimal savings year-round, without any involvement from your staff or discomfort to your guests.

Optimal Savings

Optimizes settings in real time, ensuring you get the maximum energy savings possible.

Fully Automated

Automates guestroom HVAC energy management at your property, without any involvement from your staff.

Self-Installs

Your staff can self-install each thermostat in less than 10 minutes.



Verdant ZX Smart Thermostat

Compatibility

Verdant thermostats are compatible with most PTACS, VTACS, split units and fan coil systems.

Complete Coverage

Verdant EI™ includes a complete warranty on all hardware and all software updates.

Quick Payback

Cuts room HVAC runtimes by 40% on average*, and typically pays for itself in 12-18 months*.

*Actual savings may vary according to utility cost, climate, available rebates, and other variables **Enterprise Value Multiples by Sector http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/vebitda.html

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