

Verdant Energy Management Solutions

The Pier Conway Case Study



About the Property



Number of Units

182



Developer

Aptitude Development



Year Built

2020



Building Location

South Carolina



Building Type

Student Housing

Situated on the west side of Coastal Carolina University, The Pier Conway occupies **11 picturesque acres with three buildings**, each spanning four stories and connected by breezeways. The Pier is home to 564 beds throughout **182 units**. When developing the facility, Aptitude Development focused on value-add investment opportunities that contribute to achieve operational excellence, reduce their carbon footprint and enhance student's experience. Among the core initiatives implemented, the Verdant technology was top of the list.

Energy Management Ecosystem



Verdant System Installation Period

July 2020



HVAC Technology

Split Systems



Climate Zone

Mixed Humid



Electric Rate

\$0.12

The Pier Conway: a Verdant Success Story

The Pier Conway is owned and developed by **Aptitude Development**, who specializes in building high-quality student housing communities with the goal of providing their students with purpose-built living environments. By prioritizing **green building elements** at the early phase of their projects, the developer is proactive in reducing its carbon footprint.

When developing The Pier Conway, Aptitude Development understood that chances of **overheating or overcooling unoccupied rooms** were very high, with students being mostly away from their dorms during for semester ends or summer breaks.

Eliminating energy waste by compensating with fluctuating occupancy patterns became a priority. The developer opted for the Verdant solution to automate energy reduction **based on real-time occupancy** dorms across multiple units from **one central platform**.

By installing **182 Verdant networked thermostats and 170 balcony door switches**, The Pier Conway was able to cut its HVAC runtime and achieve a payback period of **23 months**.

At a Glance

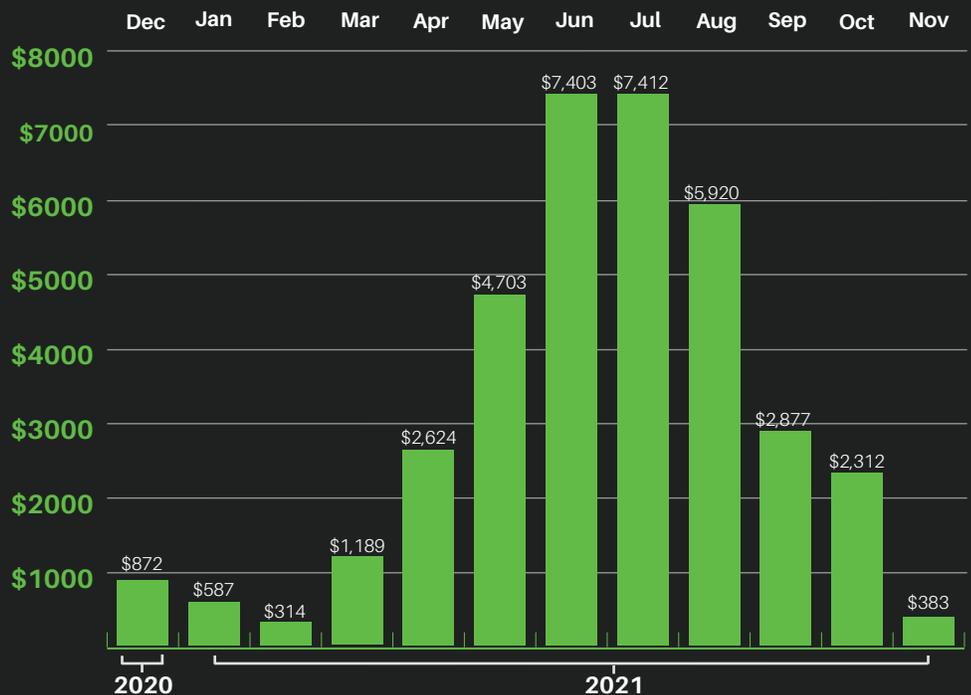


*A typical property is valued at 16.67x EBITDA.

12-month Cumulated Savings
\$ 36,603

Monthly HVAC Runtime Reduction
33.6 Hours

*Calculated among 182 units in 3 buildings from December 2020 to November 2021



About Verdant

Trusted by thousands of Multifamily, Senior Living & Student Housing owners and operators. Verdant's energy management thermostats combine smart occupancy sensors with patented software to reduce HVAC energy consumption and achieve ESG goals.



Installed in over

7,000 Properties

in North America



45+ Years

of expertise



Plug & Play

solution



How it Works

Our smart thermostats use advanced occupancy sensing technology to scan the room for motion and body heat.

When residents are present, they're given full control over room temperature. When they leave the room, Verdant thermostats enter 'setback mode,' allowing room temperatures to drift naturally while recovering residents' preferred temperature as soon as they re-enter the room.

Verdant's patented communication protocol leverages low-frequency radio waves that easily penetrate thick walls and cover long distances, without relying on WIFI, ZigBee or additional networking equipment.

Perks of the System

ESG Strategy

The Verdant technology allows you to reduce energy consumption and provides supporting data for ESG reporting.

Unrivaled Compatibility

With most HVAC systems including exclusive integrations with leading VRF manufacturers (LG, Mitsubishi, Carrier)

Effortless Integration

The Verdant system can integrate with BMS, lighting controls and other smart home technology.

Quick Payback

Cuts HVAC runtimes by up to 40% on average*, and typically pays for itself in as little as 18-30 months*.

*Actual savings may vary according to utility cost, climate, available rebates, and other variables

Want to learn more?

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