



The Marshall Arkansas



The Pier Conway

Verdant Energy Management Solutions

Aptitude Development Case Study

Aptitude Development specializes in building **high-quality student housing** communities to provide students with comfortable, safe, and convenient living environments that support their academic success and personal growth. They strongly emphasize **sustainability and environmentally friendly** design in their projects with many properties featuring energy-efficient appliances, solar power systems, and other green building elements that help reduce energy consumption and minimize environmental impact. Verdant's energy-saving thermostats play a crucial role in contributing to Aptitude Development's commitment to sustainability. Verdant thermostats have helped save approximately **1,419,302 kWh of energy among two of their properties.**



HVAC Technology

**Split
System**



Building Type

**Student
Housing**



Developer

**Aptitude
Development**



Climate Zone

**Mixed
Humid**

Highlighting The Pier Conway

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**.

They chose Verdant for its **humidity control** feature, exterior balcony switches; that prevent HVAC runtime when balcony doors are left open, and exceptional **reporting and automation** capabilities, made possible by Verdant's online network infrastructure.

Since being installed, Verdant thermostats have helped the property save **\$75,261 in energy cost in only two years** between 2020 and 2022.



At a Glance



Payback Period

23 Months



Average Monthly Savings [\$]

\$3,050



Average Monthly Savings [kWh]

238,831 kWh



Added Resale Value*

\$610,182



Annual Cars Off the Road

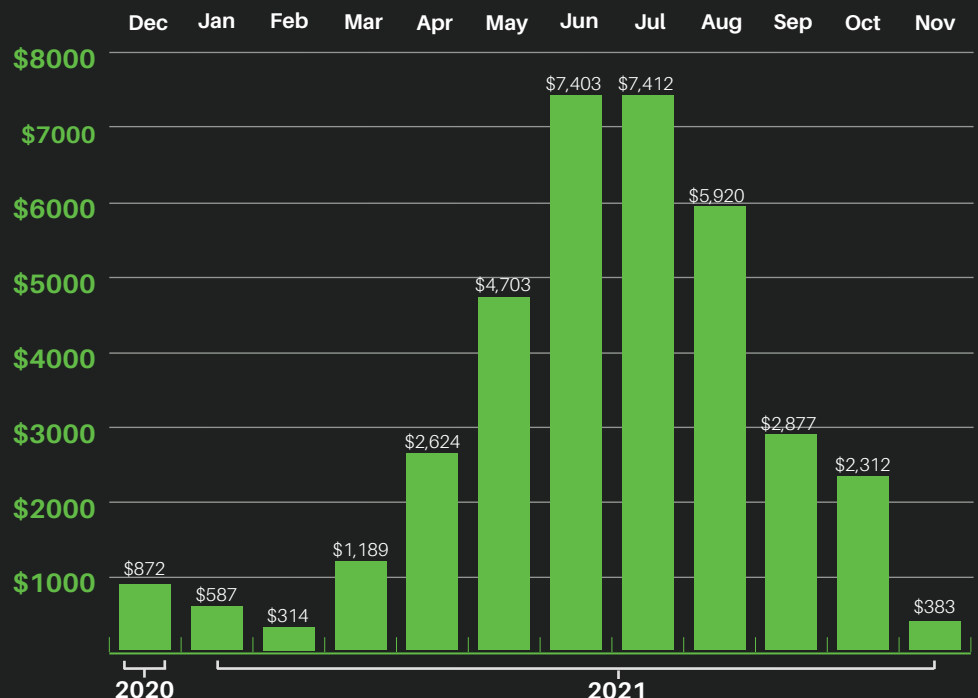
438

*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



Highlighting The Marshall Fayetteville

Owned by **Aptitude Development**, The Marshall is Fayetteville's first luxury student housing facility with **647 beds** just a stone's throw away from the **University of Arkansas Campus**.

With students being mostly away of their dorms, The Marshall was looking for a commercial-grade smart thermostats that can automate energy reduction **based on real-time occupancy** in common areas and dorms accross multiple units and buildings from **one central platform**.

Between July 2021 to December 2022, the Verdant thermostats have contributed to **reduce the property's energy bills by \$62,515**.



At a Glance



Payback Period

15 Months



Average Monthly Savings [\$]

\$4,153



Average Monthly Savings [kWh]

52,519 kWh



Added Resale Value*

\$830,813



Annual Cars Off the Road

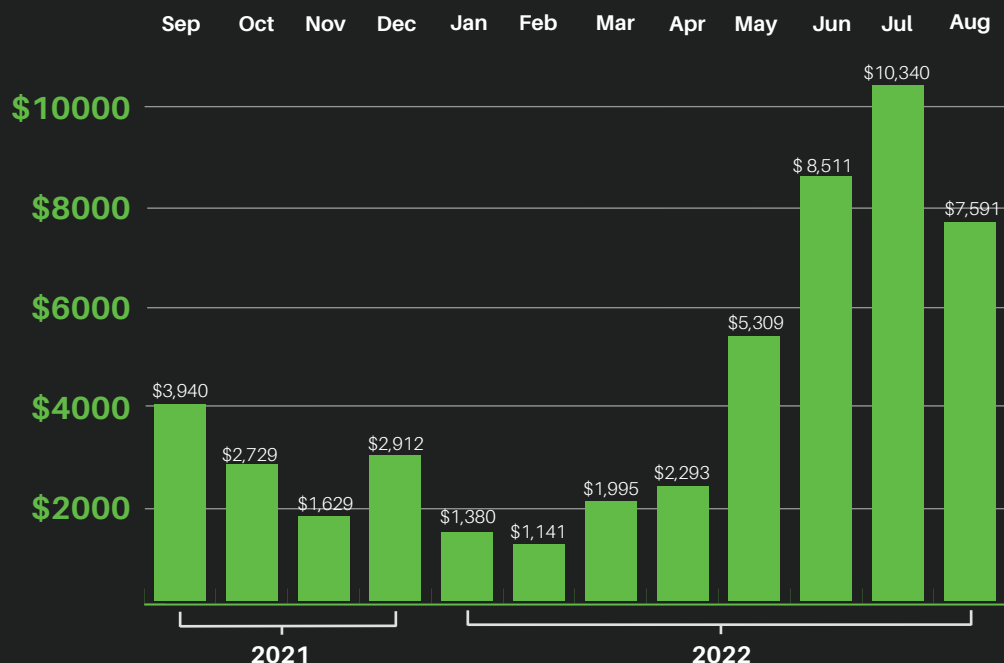
96

*A typical property is valued at 16.67x EBITDA.

12-month
Cumulated Savings
\$ 49, 838

Monthly HVAC
Runtime Reduction
22.25 Hours

*Calculated among 226 units from September 2021 to August 2022.



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.

Unrivalled 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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