

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.

Holiday Inn Express, Coralville



ABOUT

Holiday Inn Express Coralville

The hospitality industry is the preeminent example of the American dream at work, ripe with examples of successful family businesses that have been passed down through generations. There is perhaps no greater example of this than Kinseth Hospitality Companies.

The company, founded in 1957 by Ken & Cyrena Kinseth has grown from one small roadside motel to now opening and operating over 100 limited and full-service properties throughout the Midwest and beyond, spanning two generations of Kinseth family ownership.

The key to such a successful hotel business? Minimizing operational costs while delivering a superior experience for guests, according to current CEO, Les Kinseth. In this regard, Verdant has proven to be a valuable partner.

Kinseth is fully aligned with IHG’s commitment to reducing CO2 emissions, and Verdant’s technology has allowed us to quickly deploy an energy management system that has a meaningful impact on our electric consumption, without disrupting our guests’ comfort.

Leslie Kinseth, President

Dating back to 2015, Kinseth and Verdant have worked to reduce unnecessary heating and cooling costs in empty guestrooms, saving the organization hundreds of thousands of dollars across 40+ limited-service hotels.

Equally important as the cost-savings are the carbon reductions achieved. Parent company, Intercontinental Hotels Group, has announced ambitious carbon reduction goals that aim to deliver a **46% reduction** in emissions across their owned, managed, leased, and franchised estate by 2030¹.

The Holiday Inn Express Coralville IA, a Kinseth-owned asset, has already taken great steps towards achieving this goal, while reaping the cost savings along the way. Since March 2018, the property has achieved **over 622,000kWh in energy reductions**, resulting in **441 metric tons of CO2** removed from the atmosphere, or put another way, the equivalent of **removing 96 cars from the road for one year**.

Simultaneously, the reduction in energy use has saved the property **\$47,500** in electricity expenses, which when factoring in a generous utility rebate from Mid-American energy, resulted in a ROI of **12 months**.

With numerous new developments in the pipeline, the Kinseth/Verdant partnership is poised to grow in the coming years, particularly as IHG pursues aggressive targets of low/zero carbon emissions by 2030².

AT A GLANCE

Holiday Inn Express Coralville

Average kWh savings/month	13,826
Average dollar savings/month	\$1,055
Payback period	12 months
Added Resale Value ³	\$164,652

¹ <https://www.ihgplc.com/en/responsible-business/our-planet>
³ A typical property is valued at 13x EBITDA

² Ibid

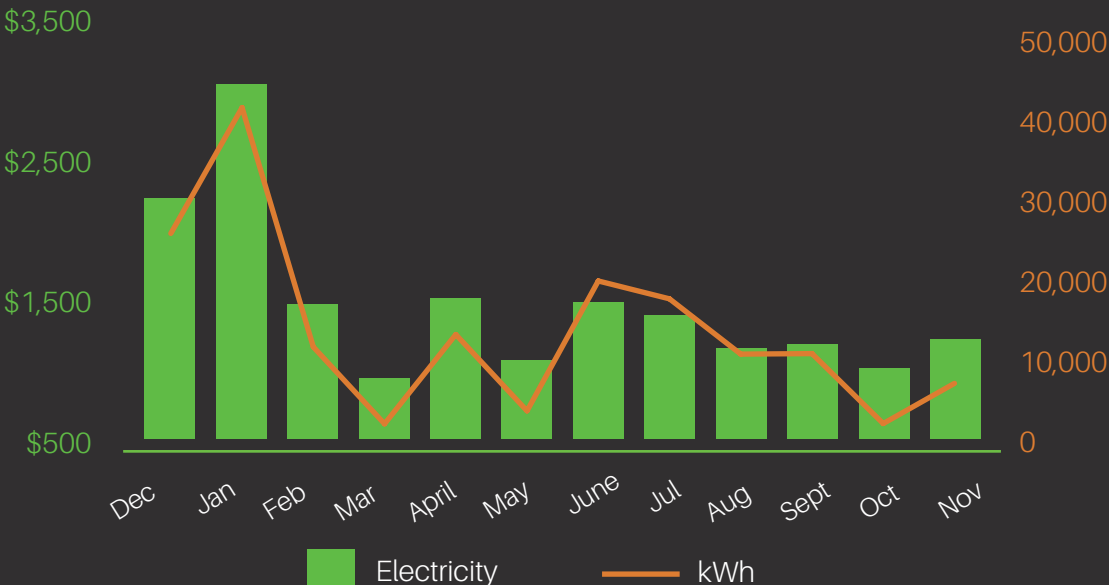
AVERAGE MONTHLY ENERGY SAVINGS

HIE Coralville, IA

1-year period
Dec 2020 - Nov 2021

Cumulative Savings

\$16,174



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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