Verdant Energy Management Solutions

The Marshall Case Study

About the Property

Number of Units	Developer	Year Built	Building Location	Building Type
226	Aptitude Development	2021	Arkansas	Student Housing

Owned and developed by Aptitude Development, The Marshall is a leading student housing facility with 647 beds just a stone's throw away from the University of Arkansas Campus. Heavily focused on increasing the value of their assets, the group was facing a challenge when evaluating investment opportunities: **How to maximize operational efficiency to ensure long-term growth while reducing CO2 emissions and enhancing students' experience?** Although HVAC-related energy optimization seems to be top of mind, there is no one-size-fits-all when it comes to efficient energy management for large commercial properties.

Energy Management Ecosystem

Verdant System Installation Period	HVAC Technology	Climate Zone	Electric Rate
July 2021	Split Systems	Mixed Humid	$0.096

VERDANT™

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The Marshall Fayetteville: a Verdant Success Story

Random occupancy patterns

With students being mostly away from their dorms during the end of semesters or for school breaks, student housing properties are exposed to fluctuating occupancy patterns. Chances of **overheating or overcooling unoccupied rooms** are very high.

Commercial-grade technology

As a solution, large student housing properties like The Marshall require 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**.

In an effort to strenghten their commitment to sustainability and increase The Marshall's NOI, Aptitude Development opted for the Verdant smart technology.

Accelerated payback

By installing **226 Verdant networked thermostats and 41 balcony door switches,** The Marshall was able to reduce its HVAC runtime and achieve a payback period of only **15 months.**

At a Glance

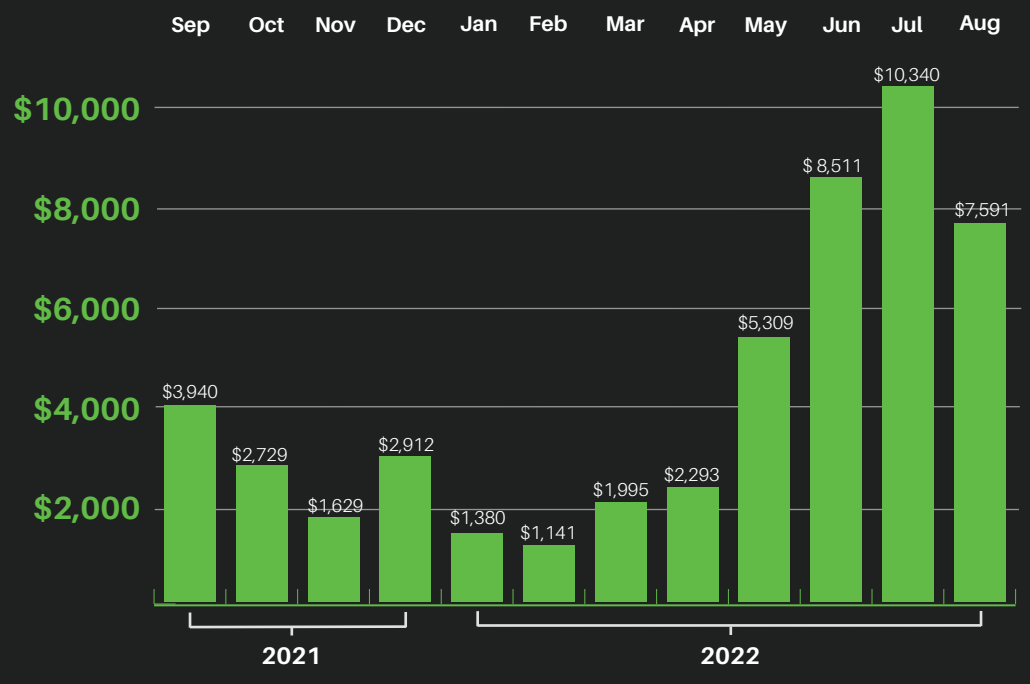
Payback Period	Average Monthly Savings [$]	Average Monthly Savings [kWh]	Added Resale Value*	Annual Cars Off the Road
15 Months	**$4,153**	**52,519 kWh**	**$830,813**	**96**

*A typical property is valued at 16.67x EBITDA.

12-month Cumulated Savings*
$ 49, 838

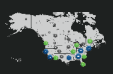
Monthly HVAC Runtime Reduction
22.2 Hours

*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.

Want to learn more?
CONTACT US

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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 exlusive 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