

A background image showing two HVAC technicians in a server room. They are wearing white hard hats, blue shirts, and yellow safety vests. One technician is holding a clipboard and a pen, while the other is pointing towards a large white HVAC unit. The image is overlaid with a dark blue gradient.

# How On-Demand HVAC Automation Led to a 355% Return on Investment

## INTRODUCTION

This case study illustrates the story of a building that implemented Genea's [On-Demand HVAC Service](#) and gained a **45% increase** in building revenue. It is an excellent representation of the different factors that drive value in an after-hours HVAC program.

This building is over 650,000 square feet of office space with 89% occupancy that functioned on a full-gross lease model. At this iconic Florida building, the award-winning property management team was well-respected in the industry and set the standard for tenant expectations in an office space. With a healthy mix of tenants and a focus on serving high-profile financial firms, the team's top priority was to deliver world-class customer service to their tenants.

The building was equipped with seamless operations and the team was unsure if implementing an after-hours HVAC program could make a significant impact and drive revenue increases. They discussed the common concerns property teams have when considering a change.



## Common Questions

*Isn't our work order system a sufficient tool for capturing and accounting for after hours HVAC service requests already?*

*Isn't our building already on-demand since it's programmed with a series of recurring requests?*

*Does our building receive enough after hours requests to justify this?*

The above concerns stem from not accounting for how labor, convenience, and energy costs contribute to the success of any after-hours HVAC program. After discussing Genea's On-Demand HVAC Service, the building ownership and property management team decided to implement Genea's software and closely monitor the impact it had on the building. Genea had one year to prove their value to be kept in the building permanently.



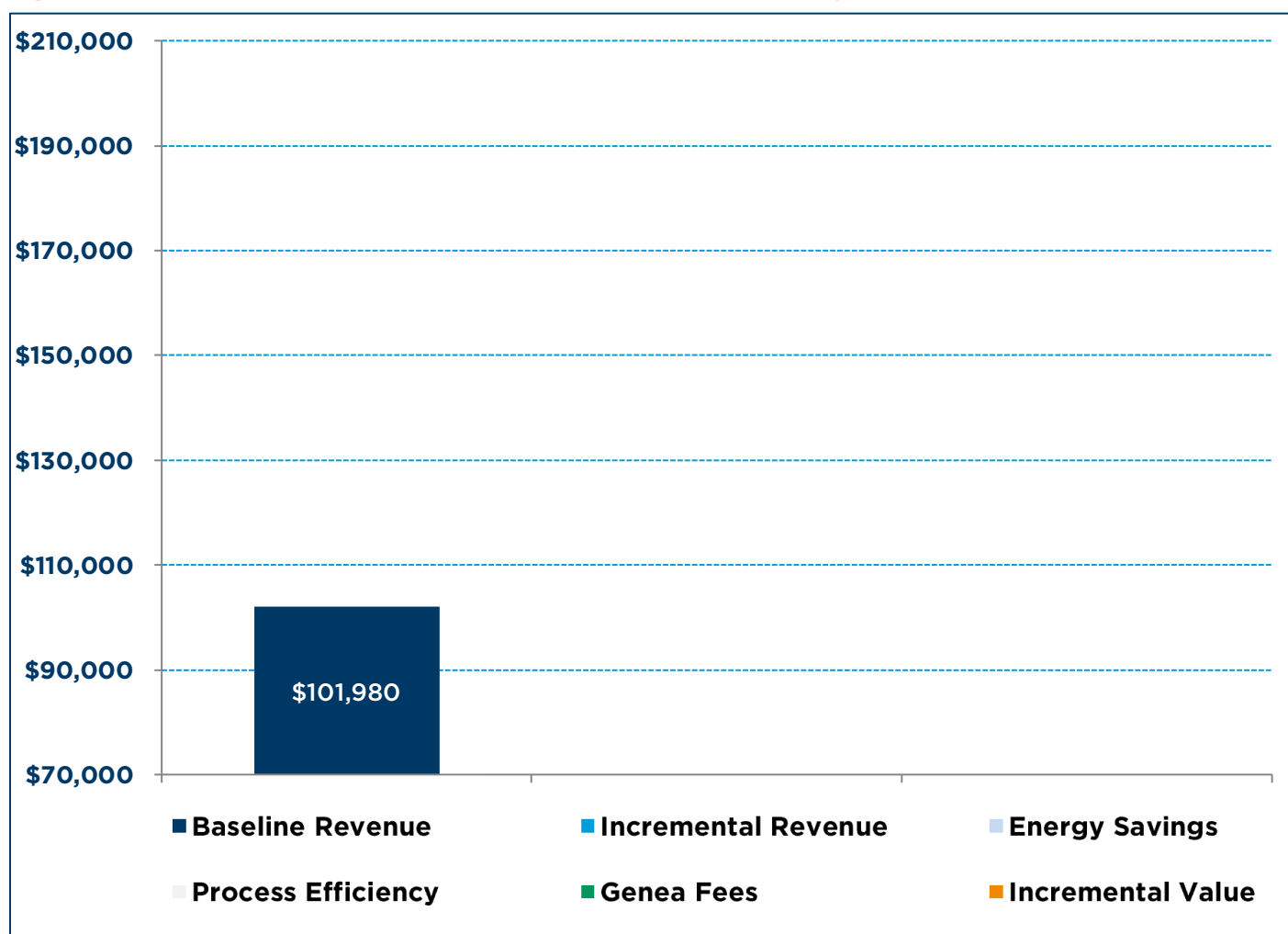
## ACTION

As part of implementing the software, Genea gathered baseline data and conducted thorough testing alongside the engineering team. During launch, the team also trained both the property management team and tenants on how to use the software. Implemented in a little over 60 days, the On-Demand HVAC Service was quickly adopted by tenants while Genea worked closely with the property management team to monitor usage and provide ongoing support to ensure they could deliver the results the building was looking for.

## RESULT

The four areas that were identified as providing significant value from implementing Genea's On-demand HVAC service were: **revenue increases, energy savings, process efficiency, and tenant satisfaction**, resulting in a significant return on investment for the building.

**Figure 1:** Baseline Annual Revenue from The On-Demand HVAC Program

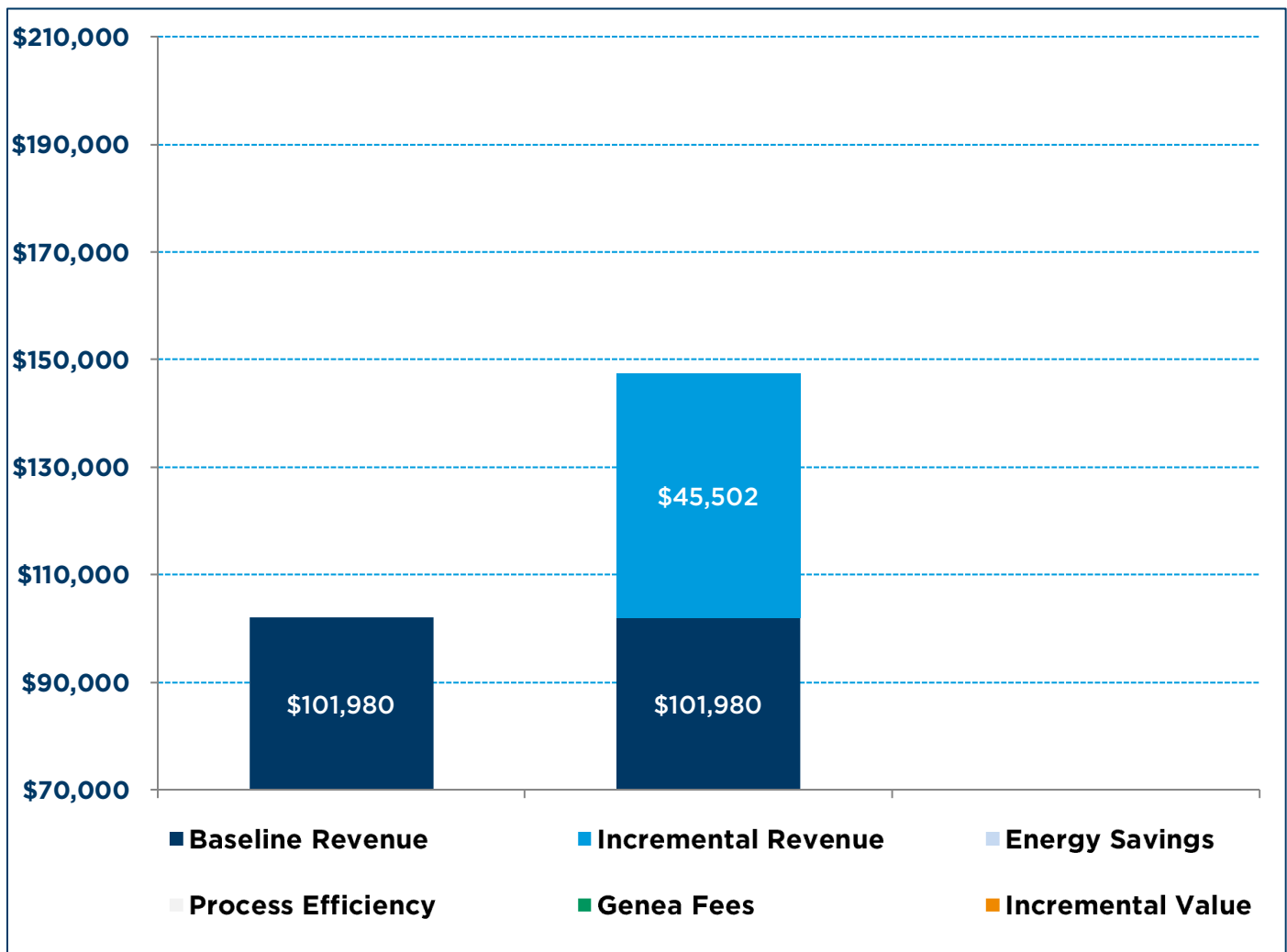


## REVENUE INCREASE

The team began with a baseline revenue for after-hours HVAC services of **\$101,980** in the 12 months prior to implementation. In the 12 months post-implementation, the team experienced a **45% increase** in revenue, which equaled to \$45,502 above the baseline. Although the team believed that their work order system provided a sufficient and convenient method for tenants to request the service, providing tenants with Genea's platform resulted in a significant increase in revenue. This is attributable to the fact that empowering tenants with a convenient and reliable tool to submit requests gave them a sense of control over their work schedules and encouraged them to request on-demand HVAC more often, driving the revenue increase.

Using an automated system also allowed the team to eliminate billing leakage by ensuring all requests were now being tracked and billed for, rather than fulfilled on the fly by the property team. And because Genea's software included an audit trail, tenants were less likely to challenge charges and force the property management team to bear the expense to keep the peace.

**Figure 2: 45% Increase in On-Demand HVAC Revenue**

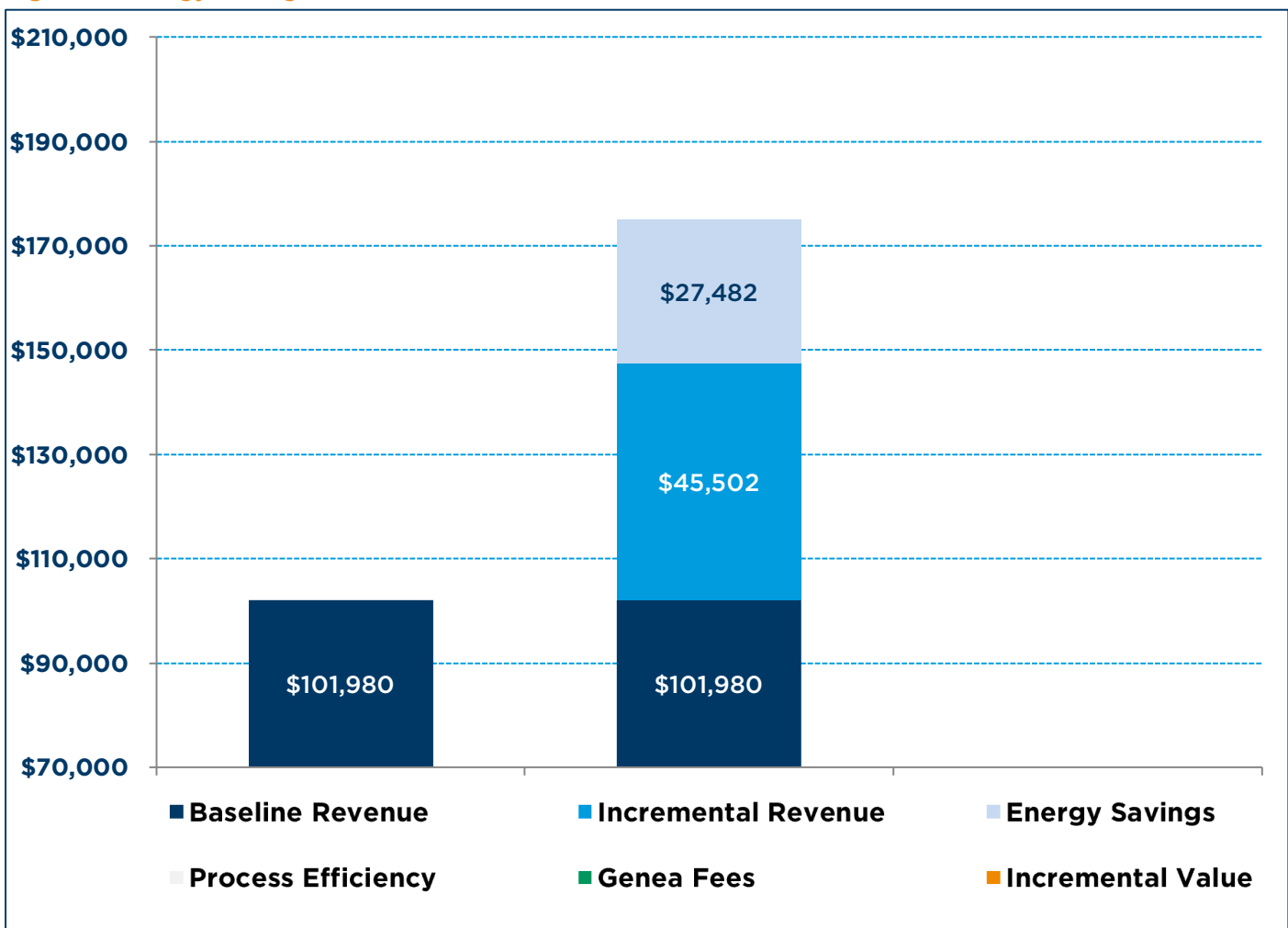


## ENERGY SAVINGS

The building also saw significant energy savings from automating their on-demand HVAC. This achievement in energy savings was possible because tenants were able to request service during the times they truly needed it, rather than when they thought they might need it, which eliminated wasteful energy practices. The building was also able to truly go on-demand, and only turn on the equipment on weekends and minor holidays when there were legitimate requests. This made a significant impact on both their energy benchmarking goals and overall operating costs.

This building was focused on energy efficiency and had employed various sustainability programs to the point where they believed their energy savings had peaked. However, Genea's On-Demand HVAC service enables buildings to provide on-demand HVAC services based on real-time requests, so the team was able to achieve **\$27,482 in additional energy savings** on their utility bill by only running their equipment when it was truly needed.

**Figure 3: Energy Savings from On-Demand HVAC Automation**

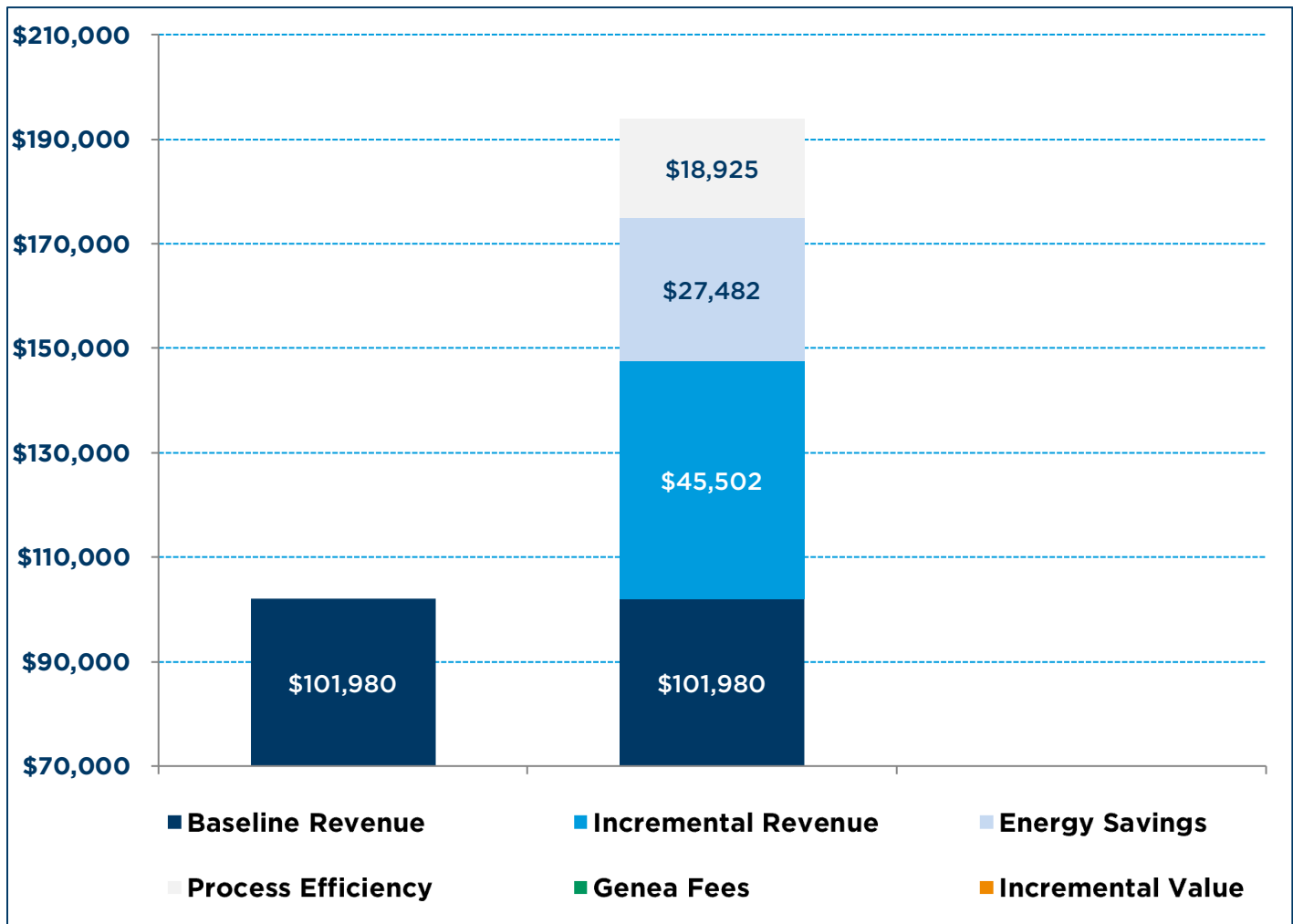


## PROCESS EFFICIENCY

One common factor that goes unaccounted for when assessing an after-hours HVAC program is the labor cost involved with the current processes. For this customer, the team provided a general estimate on how much time they spent on fulfilling a request on both the programming and accounting side and we multiplied that number by the number of requests they received over the course of the year. This coupled with the hourly rate for each team member provided us with an idea of the full labor cost.

By using Genea's On-Demand HVAC Service for 12 months, the property team had **\$18,925 in time savings** through process efficiency and an overall increase of team productivity. When you eliminate the manual, time-consuming tasks the team is responsible for, you automatically create more time for them to be dedicated to higher-level, tenant-facing responsibilities. This gives them the opportunity to create additional value by tackling projects that they might not otherwise have the bandwidth to tackle.

**Figure 4:** Time Saved from Improved Process Efficiency



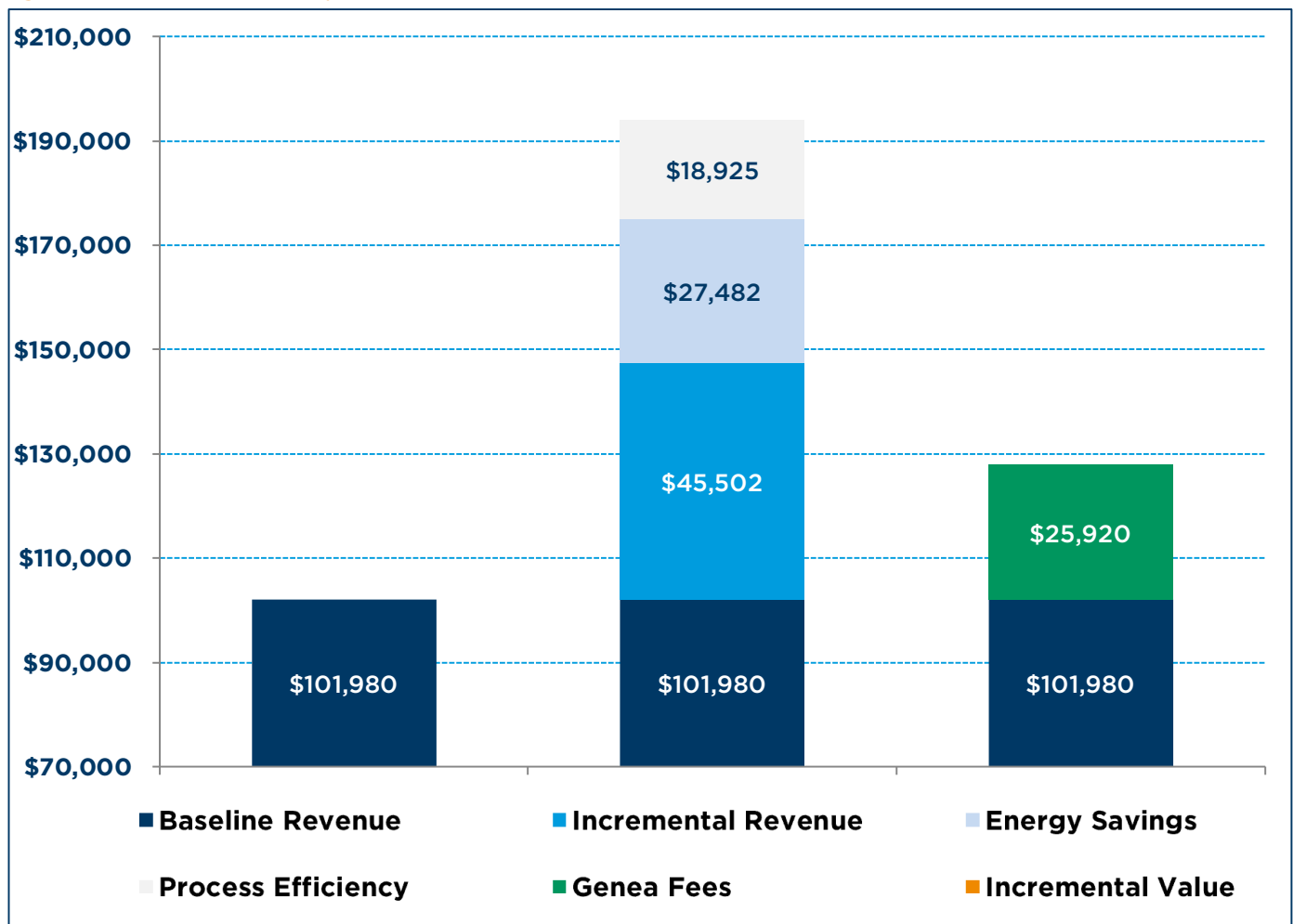
## TENANT SATISFACTION

Although tenant satisfaction can be a difficult component to measure, it is also arguably the most important. This team was interested in learning how the new process impacted tenants so they conducted a tenant survey at the end of the 12-month assessment period to get a pulse on how their tenants felt about the service enhancement. The survey concluded that there was a meaningful increase in tenant satisfaction after the On-Demand HVAC Service implementation. The property team realized tenants appreciated the on-demand HVAC service because it gave them a sense of control over their comfort and visibility into their energy costs. Simultaneously, the property team enjoyed the autonomy of tenants requesting services whenever they needed it.

## GENEA FEES

For a building of this size, the cost for our service for a year was \$25,920, which was far less than the amount the building gained through revenue increases, energy savings, and process efficiency. With the revenue gains the team achieved, Genea paid for itself many times over in a 12-month period.

Figure 5: Genea Fees Compared to Gains



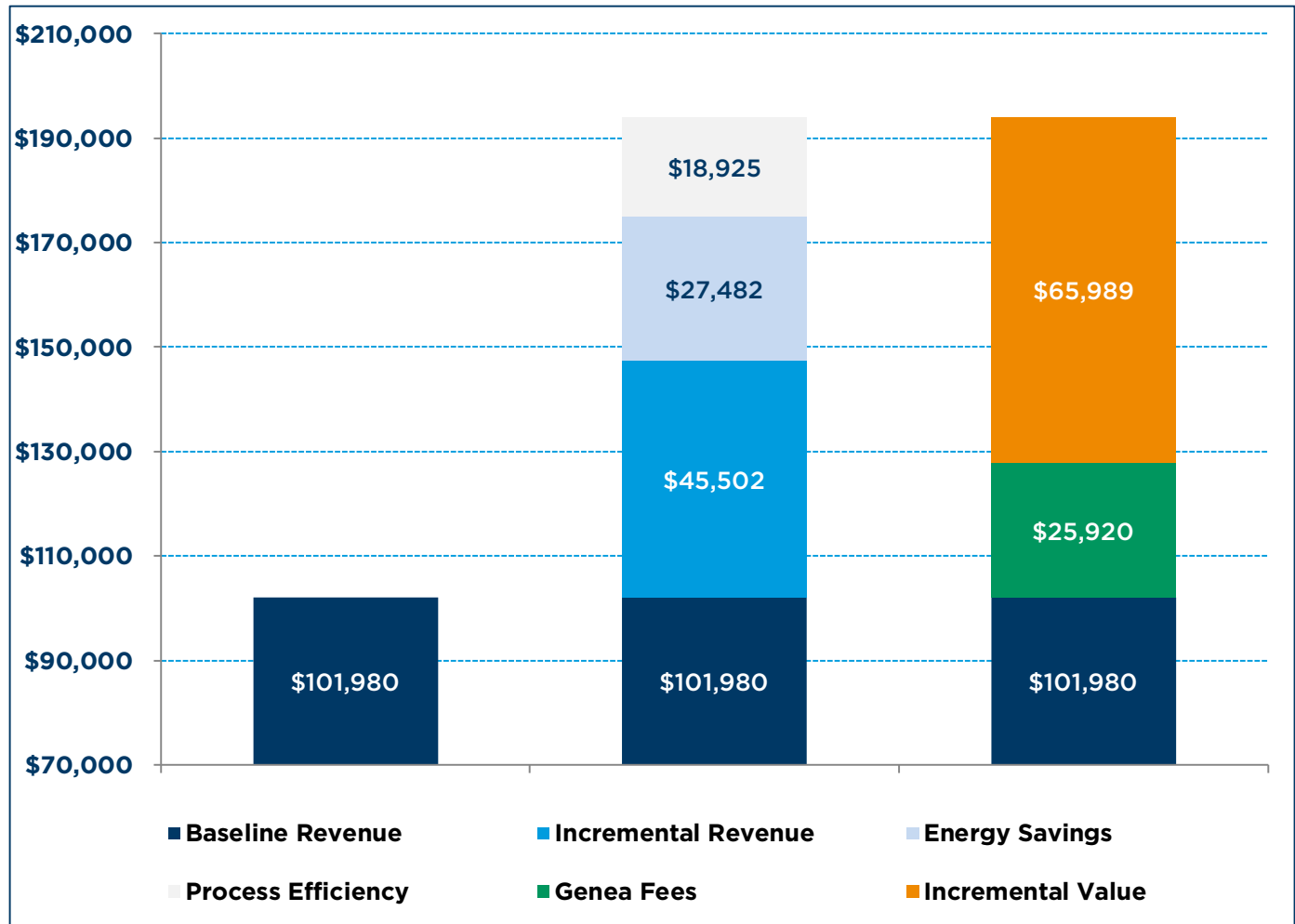


## INCREMENTAL VALUE

The incremental value the team received was calculated by combining the value generated by plugging billing leakage, increasing tenant usage, decreasing energy costs, and saving the property team time. Prior to the team implementing our On-Demand HVAC Service, the baseline was \$101,980. After implementing Genea's On-Demand HVAC Service, the quantifiable value was \$193,889 -- **a 90% increase**. When taking into account Genea's cost, we delivered \$65,989 worth of measurable value to the building, resulting in an **ROI of 355%**.

In addition to the quantifiable value Genea had an impact on, our software has a less quantifiable impact as well. When you enhance the way tenants request and manage billable services in your building, it can also play a key role in increasing tenant retention rates and decreasing turn over. This can drive additional value on top of the results quantified here, making implementing Genea an easily-justified decision.

**Figure 6: Complete ROI Analysis**







## See your building's potential savings.

If you're interested in obtaining a custom analysis of your building's potential savings, please [reach out](#) to our Sales team.

### WHAT CAN WE DO FOR YOU?

At Genea, we offer analyses like these to our customer buildings so both parties can see how Genea is driving value at their property. With property management teams getting more and more put on their plates every quarter, technology that can both eliminate manual tasks while bringing quantifiable value to the building's bottom line can make a significant difference.

We'd love to discuss your building to see if our software can drive value for your team. Click the button below to [request a demo](#).

[REQUEST A DEMO](#)





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