

CASE STUDY: ASPEN VILLAS



Aspen Villas in Park City, Utah saves thousands by swapping fixtures

Located 32 miles east of Salt Lake City, Park City, Utah is recognized worldwide as a tourist hot-spot. Whether it's hosting Olympic events, serving as home base for the annual Sundance Film Festival, or enticing winter sports enthusiasts to its numerous ski resorts, the visiting population of Park City easily surpasses the number of permanent

“Our team was extremely satisfied with CFG products; as we were able to save more than \$20,000.”

Karla Cruz, property manager
at Aspen Villas at Park City

residents. Still, there are nearly 8,000 individuals who reside in the city year round, with a number of families calling the Aspen Villas at Park City apartment community “home.”

With attractive amenities and proximity to the downtown area, the 88 units at Aspen Villas at Park City have nearly a 98 percent occupancy rate. But as a land-locked municipality, the availability of water in Park City is scarce, and the cost of this natural resource was extremely high for the property. Looking for ways to reduce costs, as well as lower its other utility bills, Aspen Villas worked with CFG, Moen Incorporated's multi-family brand, to install water-saving showerheads and low-flow faucet aerators into the kitchens and bathrooms of each unit.

“Our property spends tens of thousands of dollars annually on water bills alone,” said Karla Cruz, property manager at Aspen Villas at Park City. “We knew there had to be a way to lower those costs, without jeopardizing our residents' daily experiences.” Cruz and her team worked with CFG to install 85 showerheads and 170 aerators in the bathrooms and kitchens throughout the property in September 2012.

Switching to the CFG products has made a palpable impact on Aspen Villas' bottom line: the property has experienced a 25 percent reduction on its water bills, and a 10 percent savings on its sewer bills when comparing the same eight-month period

from 2012 to 2013. Also, because less hot water is being used by the new CFG showerheads, they've seen a reduction in the gas bill as well, with an additional savings of 23 percent during this same time frame.

Reducing water usage, increasing satisfaction

The Cornerstone® water-saving showered from CFG was installed throughout Aspen Villas' units. The high-quality showerhead is designed to provide the durability multi-family properties need, while ensuring a lower total cost of ownership. Best of all, the showerheads are certified to meet WaterSense® criteria, meaning the fixtures meet the Environmental Protection Agency's (EPA) guidelines as environmentally responsible and efficient products. The showerheads provide a water savings of up to 30 percent, versus a standard model that flows at 2.5 gallons per minute (gpm). Flow-optimized aerators were also added to both the kitchen and bathroom faucets in each unit. These

Continued



A Moen Incorporated Brand

CASE STUDY: ASPEN VILLAS

aerators use up to 30 percent less water, and are an easy, low-cost retrofit to any existing faucet.

“Our property management team was extremely satisfied with the impact the CFG products had from a cost-savings perspective; as we were able to save more than \$20,000,” explained Cruz. “But even though the amount of money we saved was remarkable, we also wanted to gain feedback from our residents about their experiences with the products on a daily basis.”

To ensure that the residents at Aspen Villas were satisfied with the performance of the new CFG products, a survey was distributed to each unit. It inquired if the residents had noticed a difference in the shower since the installation of the low-flow CFG showerheads, as well as if there were any changes in the performance of the kitchen and bathroom faucets with the low-flow aerators.

“Honestly, we were a little nervous as to what the responses would be,” Cruz added. “When we communicated that we would be making this change, there were residents who were not on board with the idea of a ‘low-flow’ shower. But we were pleased to learn that they’re extremely happy with these products. In fact, many didn’t even notice a difference and even commented that they preferred the new showerhead.”

Alleviating maintenance issues

In addition to lowering the property’s operating costs, switching to CFG showerheads and aerators has drastically decreased the number of maintenance calls for plumbing-related issues. “The number of work orders coming in for faucet or showering problems has gone down significantly since the switch. We used to regularly receive calls from residents that their kitchen faucet was malfunctioning; but

since the installation of the CFG aerators, we haven’t had any maintenance issues.”

Not only have there been fewer service calls to units, but Aspen Villas has not had to replace any CFG products since they were installed. “The main reason we looked for new plumbing fixtures was for the water savings,” Cruz said. “But the durability and reliability of these products is an added bonus for our property. We only have one maintenance worker on

“The number of work orders coming in for faucet or showering problems has gone down significantly since the switch.”

Karla Cruz, property manager
at Aspen Villas at Park City

staff; by reducing the amount of time he has to devote to plumbing issues, he’s able to focus his efforts elsewhere.”

Because the switch to CFG products has had such a positive impact at Aspen Villas, not only would Cruz recommend the brand to other properties, she said they’re looking to make additional updates in the future. “Now that we’ve seen the difference these products make – especially in our water bills – we’re considering installing additional CFG products throughout the community, as well,” added Cruz. “Working with CFG has been a great decision for our property and we know we’ll continue to see the impact of this partnership well into the future.”

For more information about CFG’s products and service for the multi-family market, visit cfgonline.com.

¹ Water usage monitored from January 2012 to August 2012; and January 2013 to August 2013 to calculate 25 percent savings. Sewer usage monitored from January 2012 to August 2012; and January 2013 to August 2013 to calculate 10 percent savings.

² Gas usage monitored from April 2012 to August 2012; and April 2013 to August 2013 to calculate 23 percent savings.



A Moen Incorporated Brand