NATIONAL APARTMENT ASSOCIATION EDUCATION CONFERENCE & EXPOSITION

June 15-18, 2016
Moscone Convention Center
San Francisco, CA

LED Lighting

Best Practices and Pitfalls

Our Agenda

NAA Learning Zone LED Lighting – Best Practices and Pitfalls

OVERVIEW

Our panel will detail their personal experiences with LED lighting installations.

Meet Our Panel

Of multifamily experts

Pam Darmofalski

Director, Advantage Solutions –

National Accounts and Sustainability

GREYSTAR

Eddie Reiner

Director of Asset Management

PENSAM RESIDENTIAL

Melissa Cannata

Vice President

CARROLL MANAGEMENT GROUP

Why LED, Why Now?

The Time to Make the Switch is now

Technology

LED technology is very reliable and comes with up to 10 year warranties.

Price Point

The cost of LED lighting is now very affordable and offers very attractive paybacks to owners and managers.

Maintenance Efficiency

LED lighting virtually eliminates common area lighting work tickets.

Savings

Save up to 80% on lighting energy spend.

Resident Safety

Dark hallways, breezeways, etc. are minimized with proper LED lighting.

LED Brining Value to Owners

LED lighting offers a great ROI and high NOI

COMPETITIVE EDGE

LED lighting programs help you stand out from the competition.

MAINTENANCE EFFICIENCY

Save maintenance tech time and reduce their risk of injury with ladder falls.

VALUE TO OWNERS

Bring additional value to owners through energy savings and increased resident retention.

EXPENSE MANAGEMENT

Get ahead of the expense management curve now. Once rents cap out, everyone will be looking for cost savings measures, with LED lighting, you'll already have a program in place.

Pitfalls to Avoid

These common mistakes can be expensive and time consuming

Things to Consider Before Moving Ahead with LEDs

LED lighting retrofits can go very smoothly with the right partner in place or they can end up as a headache. Here are some things that our panel has learned about the process that you should try to avoid.

Installation

Your maintenance techs are not trained lighting experts.

Procurement

You want lighting experts doing the assessments at your communities.

Warranty

You need an advocate to be your liaison to the lighting manufacturer.

Rebates and Incentives

You need administrators who are experienced in obtaining rebates and incentives, it can be a very complex process.

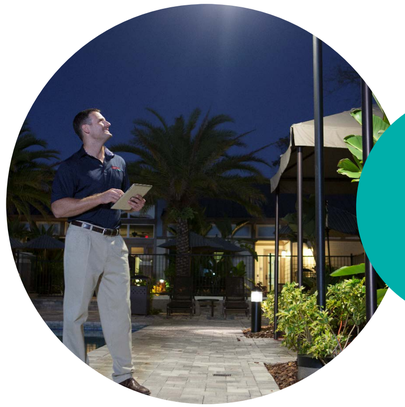
Best Practices

It's more than just changing a lightbulb

1. Use a reputable lighting company that has extensive retrofitting experience.
2. Create a roll-out plan based on areas of highest ROI with your lighting vendor.
3. Address any safety issues during your LED lighting retrofit, you'll be glad you did!
4. Decide what your financial requirements are for LED projects up front and work with your lighting expert to come up with a plan that works for you and your community.

Safety

Prevention and Safely Lit Common Areas



Common Areas

Properly lit common areas create safer environments for residents and employees.

Walkways

Reduce risk of trip and fall with properly lit walkways.

Parking Garages

Properly lit parking garages deter theft.

Stairwells

Dark stairwells are dangerous for residents, employees and vendors. Are you sure your stairwells are properly lit?

Case Study

A community just like yours

Community Profile

- 340 Units
- Class A
- Located in Florida

Summary

Retrofit was completed in 2 weeks and included ceiling fixtures in the hallways as well as outdoor parking lot lights and outdoor walkways.

Energy Efficiency Results

- Quarterly Savings: $4,616
- Overall KWH Reduction: 23.43%
- Annualized Energy Savings: $18,465

Financials

$369,293 Increase in Asset Value

Q&A

What's on your mind?

Download this presentation at:

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THANK YOU!

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