

# STRATEGIC ELECTRIFICATION AND TENANT EXPERIENCE

Carbon Neutral. [Strategic Electrification](#). In building management and ownership, these words are becoming more prevalent than ever, and for good reason. Both the country and the economy are taking notice of the need to significantly reduce dependence on fossil fuels. Policymakers and [utility companies](#) are making drastic changes, offering mandates and incentives to electrify our buildings.

As a building owner or facility manager, you understand the industry's drive toward these policies. That said, you also have to manage tenant expectations and understand the benefits of retrofitting or installing new mechanical systems in your building. [Forbes](#) put it best, stating how electrification "helps cut consumer costs, integrate renewable energy and reduce air pollution."

In the two projects below, property management chose to install [Mitsubishi Electric ductless heat pumps](#) to satisfy sustainability goals.

## DISTILLERY NORTH APARTMENTS

**SCENARIO:** Renovate a historic 100,000-square-foot warehouse into a multifamily [Passive House](#).

### THE WHY:

*"Out of environmental concerns, we adopted a Passive House strategy when renovating our building. We were targeting 60% overall energy reductions. When attending Passive House conferences, there was all this buzz about air-source heat pumps. They were a revolution in terms of technology, energy efficiency and cost."*

### THE RESULT:

*"For our tenants, the units have kind of faded into the background. They've performed great and we've been able to exceed Passive House standards. And the savings are unbelievable."*

**- Fred Gordon, owner, Second Street Associates, LLC**



## NORTH END APARTMENTS

**SCENARIO:** Retrofit a 7,000-square-foot historic building with heat pumps to combat cold weather conditions efficiently.

### THE WHY:

*"We needed something that would be high-efficiency. Usually the cold isn't something we need to consider, but last year that changed. Now we need something that can be highly-efficient, especially in really cold weather."*

### THE RESULT:

*"These units are so much more energy efficient than a furnace or boiler. The boiler we pulled out had to be from the 1960s and went full blast. People would always have to open their windows in the winter; the energy bills must have been huge."*

**- Matt Donaghey, managing director, Cricket Realty Holdings, LLC**



Photos: Mary Prince

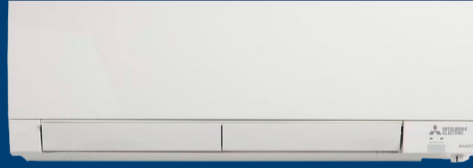
To learn more about our HVAC solutions and applications, visit [MitsubishiPro.com](#).

## WALL-MOUNTED INDOOR UNITS

Whether you're retrofitting an existing space or developing a new building, our [Zoned Comfort Solutions® M-Series](#) line of [Wall-Mounted Indoor Units](#) are ideal for light commercial or multifamily projects. Properly sized for smaller zones, these units fine-tune comfort while helping you meet energy-efficiency standards. With a variety of models and features, Wall-Mounted Indoor Units are the ideal solution for any project.

### BENEFITS

- Available in single-zone or multi-zone models for spot conditioning or whole-building design
- Hyper-Heating INVERTER® (H2i®) units provide 100% heating capacity at 5°F
- Designer Series models offer a modern, sleek design to fit any aesthetic
- Washable, 10-year, multi-stage filters offer occupant wellness and maintenance savings
- Low-impact installation streamlines retrofit and adaptive rehab projects
- Units can be managed individually or as a group via remote controller, app or whole-building management system



## UPCOMING WEBINAR



### STRATEGIC ELECTRIFICATION: SATISFY THE DEMAND WITH VRF TECHNOLOGY

**Wednesday, October 16 - 2:00 to 3:00 p.m. EST**

In our upcoming presentation hosted by [Distributed Energy](#) magazine on Strategic Electrification, attendees will gain a better understanding of decarbonization initiatives and how electric-powered VRF systems help solve the challenges of Strategic Electrification.