

CASE STUDY: COTTONWOOD RESIDENTIAL



Updated Fixtures and Amenities Attract Residents to Newly Remodeled Pavilions Apartments

Ownership group finds success in product standardization with Moen, keeping residents happy while maintaining a healthy bottom line

Southwestern chic perfectly describes the newly renovated Pavilions Apartments, a Cottonwood Residential community, in Albuquerque, New Mexico. Last year, the property underwent an extensive renovation, and was updated to provide tenants with the best amenities, spacious floor plans and modern fixtures.

The 240-unit, pet-friendly complex offers a mix of contemporary design with rustic southwestern style. Designed to create a place for busy professionals to unwind and recharge, the property features include garages, in-unit fireplaces, granite counter tops, a swimming pool, outdoor kitchen, firepit and monthly community events.

Upgrades have been made in the kitchen and bath and now each unit features the Baystone® suite from CFG, a Moen Incorporated brand, offering consumer-preferred transitional styling and functionality. The kitchens include the Baystone pulldown faucet for flexible

“ The CFG products have definitely improved the look of the units making them feel more residential. Our residents have responded very well to the new style, and appreciate the use of quality products to minimize maintenance calls. ”

Janice Espinosa, property manager at Pavilions Apartments

water delivery, while the bathrooms feature the collection's single-handle bathroom faucet for a coordinated look throughout the unit. The bathroom faucets are also certified to meet EPA WaterSense® criteria, reducing water usage and providing savings without sacrificing performance.

In addition to benefiting the renters, the property updates provide a significant value to the owner. Aside from water savings, the products help reduce labor costs with ceramic disc cartridges that ensure all faucets stay drip-free for

life. In the unlikely event of a cartridge needing repair or replacement, the part can be accessed easily, allowing maintenance professionals to make a swap in a matter of seconds. In fact, when properties partner with Moen, one of the many benefits is they receive more than \$800 of free repair parts to keep on site, so they have them on hand if a repair is needed.

CFG products also have a standard cartridge to fit all single-handle kitchen and bath faucets, reducing the need for extra supplies and decreasing the risk



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of installation errors. Finally, integrated foam gaskets eliminate the need for plumber's putty, saving time and supply costs on the job site; while flexible supply lines enable quick and easy installation, without the need for additional parts.

These benefits have led Cottonwood Residential to standardize product offerings to CFG and Moen across its portfolio as the company renovated and repaired units beginning in 2014. By doing this, the developer was able to achieve a 30 percent reduction in parts spend across all units managed in that first year alone. In fact, in 2016, they only spent around \$500 total in replacement parts for 20,000 units thanks to the exceptional durability of Moen's products.

"We like the consistency of the quality, efficiency of installation and the reliability of the products. Over the last three years, we've seen a significant reduction in our parts spend and have seen our replacement cost go down – all by standardizing"

Scott Nielsen, vice president of construction services, Cottonwood Residential



CFG and Moen products also offer a best-in-class, 10-year limited warranty for multi-family properties, providing peace of mind.

"Partnering with Moen means we get a higher level of service," said Nielsen.

"Having one point of contact across our properties makes our job easier, and ensures we have an expert to rely on to help us make decisions for our communities."

For more information about Moen or CFG products, visit moenpro.com or call 1-800-BUY-MOEN (1-800-289-6636).

