



Brad Klatt, IREON, Logical Buildings

December 22, 2020 - Spotlights

Name: Brad Klatt

Title: Co-Founder and Chairman

Company Name: Logical Buildings

What was your most notable project, deal, or transaction in 2020?

This summer, Logical Buildings launched GridRewards, the first and only consumer app that enables individual homeowners to enroll in ConEdison's Demand Response program driving annual energy savings up to 20%. As the leading Demand Response partner for multifamily owners and operators, we're incredibly excited to extend this proprietary technology directly to building residents, resident-owners and homeowners, so they can realize the same cost and energy savings we drive for our multifamily clients. This not only drives more savings for the buildings at large, but also enables buildings to meet new sustainability requirements, and so our multifamily clients have been incredible partners in enrolling their residents to GridRewards.

What was the most challenging part of working during the pandemic?

The unprecedented and immediate shift from office life to work-from-home created a massive increase in energy costs for multifamily owners and operators. Keeping up with growth and demand for Logical Building's energy management technology was an unforeseen and exciting challenge! With residents consuming more power, for more hours than ever previously done, we were and continue to be inundated with demand from building operators that need to have a long term solution for energy management. Fortunately all of our software can be implemented remotely, and we were able to install properties and tenants all throughout the COVID restrictions.

What was your greatest professional accomplishment in 2020?

2020 was an incredibly busy year for us. The immediate and complete shift from offices to a work-from-home model significantly increased the energy costs for all multifamily buildings. Logical Buildings proprietary technology instantly reduces these costs and reduces carbon emissions, so we experienced monumental demand. We're honored to win numerous technology awards while onboarding so many new buildings, confirming that what we do makes a real impact to the bottom line and towards future energy goals. In partnership with our long term client, UDR, we won the National Apartment Association 2020 Technology Innovation Award.