



Brookfield Residential Shakes Up Production Homebuilding By Teaming With Amazon on a New Smart Home

You say the word and things happen.

The shades go down and the television turns on. The thermostat adjusts until the temperature is perfect.

A new way of living is here.

This is a major step forward for production homebuilding, and it's the result of a game-changing collaboration between Brookfield's Washington, D.C., division and the technology and online retail giant Amazon.

The Brookfield Residential Smart Home integrates voice-enabled home automation using the best-selling, cloud-based voice service, Amazon Alexa. This technology allows many features in the home to be controlled by voice commands.

And homebuilders will love this: Alexa can act as an automated sales assistant, ready to share information with home shoppers from the moment they walk in the door.

Located in the popular Avendale community in Northern Virginia, The Smart Home carries the potential to change the way we live — and the way we market and sell new homes. In fact, Brookfield Residential is now offering voice-enabled home automation to its homebuyers in select Mid-Atlantic communities.

"We are excited to be working with Brookfield Residential to bring the ease of Alexa into the Avendale community," said Rob Pulciani, Director, Amazon Alexa. "We hope that homebuyers enjoy the convenience of voice-controlled home automation and use it to help them do everything from turning on the lights to adding items to their to-do list."

For Brookfield, this home is a just one more way to create the best places to call home for their customers.

"We always knew there was a desire for this technology in new home construction," division president Robert Hubbell said. "The challenge was finding a way to incorporate the technology into a home in a way that was accessible and adaptable for the everyday homebuyer. Through our collaboration with Amazon, we've done just that."



A Home That Speaks for Itself

Because The Smart Home is a model open for tours, Brookfield has empowered the home — and Alexa — to answer home shoppers' questions. Once in the home, a visitor can ask aloud to learn more about the home and its features, the community or the homebuilder.

"We're really excited about what we can do in the future to incorporate voice-enabled automation into our sales process," Hubbell said. "It's one more tool that can help us tell the Brookfield story and get home shoppers excited about working with us."

The capabilities of The Brookfield Residential Smart Home also include voice commands for dozens of our most common daily tasks. Then they go well beyond the expected, throwing in plenty of exciting twists along the way.

The Smart Home shows off its capabilities throughout the home, in some cases combining a variety of tasks into a single voice command. For example, standing in the lower-level media room, you can say, "Alexa, turn on Movie Time." The overhead lights will dim and the theater lights will illuminate. A favorite movie will begin playing on the oversized screen.

Or imagine winding down at the end of the day. You can walk into the owner's bathroom suite, start running a bath and say, "Alexa, turn on Relax." The lights dim and illuminated star panels turn on as soothing spa music plays.

A Builder Always Seeking Innovation

The Brookfield team in the Washington, D.C., area is constantly challenged to innovate, to come up with the next big idea. The foundation for The Smart Home began nearly a decade ago when Brookfield built the first in a series of concept homes that have redefined its approach to building the best homes for its customers.

In 2008, Brookfield built The Hybrid Home, an award-winning model of green homebuilding. A year later, it built The Energy Lab Home, where it studied the best ways to incorporate renewable energy into new homes.

In 2015, Brookfield created The PureBlue Home. With a goal in mind to reach net zero, Brookfield challenged the status quo of nearly every system in the home, exploring the latest technologies in energy efficiency and sustainability. The completed home scored an impressive negative 1 rating on the Home Energy Rating System (HERS) chart.

the smart home

built by brookfield residential powered by amazon alexa

Then in 2016, the team developed My Brookfield Home, a first-of-its-kind app that keeps homebuyers connected throughout the homebuilding process. It's a portal where buyers can access key documents, track important tasks and appointments, contact their sales team or view photos of their home under construction.

On the strength of these successful innovations and amid the growing popularity of Amazon's Alexa devices, the collaboration between the two companies came together naturally — and rapidly.

"Once we agreed upon the details of the project, we were off and running," Hubbell said. "We were building The Smart Home within a matter of weeks. Our team came together quickly, pushed past the perceived limitations of production homebuilding and found solutions that make voice-enabled home automation a reality for homebuyers right now."

Designing the home to be receptive to voice-enabled home automation was a critical first step. In addition to collaborating with Amazon, Brookfield Residential also enlisted a group of forward-thinking vendor partners to join in this project.

The big decisions, however, fell on Brookfield's capable team. Each decision was made with the future in mind. The way Brookfield has designed The Smart Home, anyone living there could go to the store and buy the latest Alexa-compatible technology to enable even more automation capabilities.

"We couldn't be more proud of the team that created this home," Hubbell said. "From our internal team to all our handpicked collaborators, everyone involved brought exciting ideas, and everyone helped to not only create this home but to make it a home that will adapt to new technology in the future."