



Ready for Easier Living? With The Brookfield Residential Smart Home, All You Have to Do is Say the Word

Your alarm clock goes off at precisely 7 a.m., same as every morning. What do you do next?

Perhaps you turn on the lights and open the shades to let in the first rays of sunshine. You turn on the television to catch the morning news. You start brewing a pot of coffee. And it's a little chilly, so you turn up the heat a few degrees. It's a good way to start your day.

Now imagine that you've done all of these things, and you haven't even gotten out of bed yet.

That's the easy convenience of life in The Brookfield Residential Smart Home powered by Amazon Alexa. It's the result of a dynamic collaboration between the homebuilder's Washington, D.C., division and the technology and retail giant Amazon.

The Smart Home, located inside the popular Avendale community in Northern Virginia, integrates voice-enabled home automation using the best-selling, cloud-based voice service, Amazon Alexa.

This technology allows you to control the home with just the sound of your voice. It covers the essentials — turning on lights, the television, etc. — and then takes it beyond the expected, throwing in plenty of twists along the way.

"We built this home because we had a vision for making life easier for all of our homebuyers," division president Robert Hubbell said. "Yet it's exciting to think about the impact this technology can have not just on people who want to simplify life's day-to-day tasks, but for people who legitimately need to simplify them."

The Smart Home has been so well received that Brookfield Residential is making this technology available to homebuyers in select communities throughout the Mid-Atlantic region.

"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."



A Smart Home with Peace of Mind

A quick tour of The Brookfield Residential Smart Home is all you need to start imagining the possibilities for people looking to make their daily experience easier.

With Smart Home technology, not only can residents use their voice to control the lights, shades, fans, television and thermostat, but they can lock the door and check the built-in security cameras.

Meanwhile, The Brookfield Residential Smart Home — and Alexa — can help residents keep track of daily tasks and appointments or add items to their shopping lists.

Alexa can also update you on the day's news, play music or read books through Audible or text-to-speech Kindle books.

“Not only will The Brookfield Residential Smart Home automate basic tasks, but it can provide peace of mind,” Hubbell said.

Always Adapting

Brookfield Residential has a reputation for innovating. Over the last decade, its D.C. division has created three ultra-efficient, cutting-edge concept homes that redefined the way it builds homes for its customers. It also launched a first-of-its-kind app that allows homebuyers to stay closely connected to the building process.

“Innovation is in our DNA,” Hubbell said. “And The Brookfield Residential Smart Home is the most innovative home we’ve ever built.”

What The Smart Home is capable of today is only the beginning. As this technology is integrated into more and more Brookfield Residential homes, the possibilities are unlimited — thanks to the collaboration with Amazon and its open-architecture voice service.

Residents have access to all the best technology as it hits the market. So a customer could buy the latest Alexa devices, such as Amazon Echo, Echo Dot, Amazon Tap, Amazon Fire TV or Fire tablets and bring it home to add more capabilities. Setup is simple and intuitive.

Hubbell said he expects that Smart Home technology will be especially popular with homebuyers looking at a 55+ Active Lifestyle community. While most residents of such communities are quite active and pursue a fun, social lifestyle built around the many community amenities, this new technology will provide easier living and much-needed peace of mind.



“We know that technology moves quickly,” Hubbell said. “We’ve made sure that our customers can turn their own new home into a Smart Home — and that their home will always be adapting, always be getting smarter and always be making life easier for our homeowners.” “We know that technology moves quickly,” Hubbell said. “We’ve made sure that our customers can turn their own new home into a Smart Home — and that their home will always be adapting, always be getting smarter and always be making life easier for our homeowners.”