



The Brookfield Residential Smart Home Brings Voice-Enabled Home Automation to the Masses

Life moves fast for a busy suburban family.

Between school and work, sports and volunteering, not to mention the many other demands on a modern family's time, the few free moments that remain are treasured.

Brookfield Residential understands that. And it's why the homebuilder's Washington, D.C., division has collaborated with Amazon to fulfill their shared vision of a home that works better for today's families, simplifying life and helping them make the most of each day.

The Brookfield Residential 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 many of the home's features 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.

For anyone who wishes they could snap their fingers and make things happen, this is the next best thing. The Smart Home can automate a variety of household actions into a single voice command. It saves time and it makes life easier.

"This is how we're all going to live," said Robert Hubbell, president of Brookfield Residential's Washington, D.C., division. "There's no reason to wait. It's happening right now. At Brookfield Residential, we couldn't be more excited to offer voice-enabled home automation to our homebuyers."

The success of The Smart Home has prompted Brookfield Residential to invite homebuyers in new communities throughout Virginia, Maryland and Delaware to incorporate voice-enabled automation packages into their homes.

"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."

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. “The Brookfield Residential Smart Home is the most innovative home we’ve ever built.”

Making Life Easier Inside Your Home

Voice-enabled home automation isn’t just for families. Anyone would enjoy this technology, and it can be tailored to any new home and any lifestyle.

Yet as Brookfield Residential’s D.C. division launched this collaboration with Amazon and began work on its flagship Smart Home, it needed to first imagine who would live in this home. Only then could it create the automated capabilities — called “skills” — to complement the residents’ lifestyle.

“We built this home for a typical, busy family with two school-aged children,” Hubbell said. “We began by imagining a day, a night, a week in their lives and brainstormed ways to make their lifestyle easier and more convenient.”

The weekday morning routine is the most harried time in any household. The Brookfield Residential Smart Home can make each morning a bit less frantic.

Here’s what Brookfield envisioned:

Before they even get out of bed, parents ask the home to turn on the lights, open the shades and play some music to get their day started. As they get dressed, they hear reminders from Alexa about appointments, sports practices and other items on the to-do list.

Heading out the door, Mom asks the home to turn off the lights and close the shades. Dad asks it to lock the door and turn on the sprinkler to give the lawn a quick drink. The Smart Home just combined several minutes of basic tasks into mere seconds.

Back home in the evening, it’s time for the kids to do homework as parents prepare dinner. Mom asks The Brookfield Residential Smart Home to turn off the television — sorry, kids — turn on the lights above their desks and play classical music in the background.

After homework, dinner and a little family time, everyone eventually drifts up to their bedrooms.

the smart home

built by brookfield residential powered by amazon alexa

In the owner's suite, Dad reclines on the bed to watch some television, while Mom walks into the owner's bathroom and starts running a bath.

"Alexa, turn on Relax," she says.

The shades lower, the lights dim and illuminated star panels turn on as soothing spa music plays. A perfect end to a busy day.

Always Adapting

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, cloud-based voice service.

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

"This was so important to us," Hubbell said. "We know that technology moves quickly. 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 and always getting smarter."