

CASE STUDY

Talos Holdings Selected ButterflyMX so Residents Can Use Their Smartphone to Open the Community Gates



Meet Talos Holdings

Based in Scottsdale, Talos Holdings is a developer of Class A multifamily dwellings with three decades of expertise, performance, and financial strength.



The company has achieved a no-loss record and consistently provides its investment partners with above-market returns. They seize opportunities to acquire, develop, and manage properties in regions with high barriers-to-entry and inspire their partners to deliver a residential living experience unlike any other. This unique approach has allowed them to form deep relationships within the real estate industry and has become the cornerstone of their continued success. When designing The View of Fort Worth, Talos challenged ButterflyMX to provide a gate access solution that not only had lower costs when compared to other options, but also provided residents with a better living experience.

“ Every detail was scrutinized to ensure it would enhance the living experience of our residents, including the property access system at the main gate.

The challenge

Less than a mile from the historic Fort Worth Stockyard district and minutes from downtown, The View of Fort Worth is a 300-unit luxury apartment community.

The community's studio, one-, two-, and three-bedroom residences offer an abundance of high-end finishes including solid surface floors, up to 12-foot vaulted ceilings, and floor-to-ceiling windows that extend unobstructed, breathtaking views of downtown Fort Worth and the nearby Trinity River. When not in their apartment-homes, residents enjoy The View's world-class amenities, which include a two-story fitness center, a resort-style pool with in-water sun decks and private cabanas, and a dog grooming facility and park for their furry friends. "When designing The View of Fort Worth we wanted the property to be an extension of our residents," explains John McWilliams, Jr. President, and CEO at Talos Holdings.

Choosing a solution

Talos Holdings chose ButterflyMX to deliver a cost-effective and highly sought after amenity that both its investment partners and residents would enjoy.

“Residents can open and manage the community gates from their smartphone anywhere in the world as long as they have internet access,” describes Jacques Bazinet, Chief Operating Officer at Talos Holdings. “We no longer have to worry about the hassle and expense of handing out and managing fobs, keycards, stickers, or remotes to residents. And since it’s smartphone-based, residents intuitively know how to use it without us having to explain it to them.”

By choosing ButterflyMX, Talos Holdings also eliminated the additional wiring and in-unit hardware that comes along with a traditional video intercom, saving them on installation and maintenance costs. Moreover, residents can see who they are letting into the gated community before they grant access, and property managers can audit gate releases and grant or revoke entry for residents as well as service providers such as real estate agents and maintenance professionals.

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Jacques Bazinet
Chief Operating Officer
Talos Holdings



The outcome

After installing ButterflyMX at The View of Fort Worth, Talos Holdings is delighted with the results. Residents love being able to easily grant gate access for themselves and their visitors directly from their smartphone, while investor returns have not been hampered by unnecessary costs. What’s more, Talos is using ButterflyMX to redefine how municipalities view their car stacking policies at gated communities. “In Arizona, Mesa’s transportation team is excited to hear of our success with ButterflyMX at other gated communities and have reconsidered their car stacking policy for communities with entry gates. For us, this means a significant reduction in land required for vehicle stacking, as well as better, faster access for our residents and their guests, with lower development costs for the project overall,” explains Bazinet. “It is truly a win/win and an overall superior implementation.”