

CASE STUDY

Trinity Financial Chose ButterflyMX to Save on Installation Costs Over a Traditional Video Intercom



Meet Trinity Financial

Founded in 1987, Trinity Financial is an industry leader in developing affordable and market-rate luxury living spaces from New York to Boston.



Since its founding, the company has developed more than \$2 billion in transformative real estate projects in residential, commercial and mixed-use properties. Trinity's reputation for delivering high-quality products – especially those challenged by political, infrastructure, and environmental concerns – typically result in their developments building a stronger urban fabric through their commitment to the surrounding community.

// Trinity Financial utilized this experience in developing a unique and desirable residential community at Boston East."

The challenge

Situated on the historic Boston Harbor, steps from Maverick Square and Central Square, Boston East is a boutique mid-rise residential community that features 200 apartment homes, including six artist live-work-sell units.

The development of Boston East was a significant undertaking for Trinity Financial as the project would require a unique building to complement both the memorable city views future residents would soon enjoy and the high-tech lifestyles they've grown accustomed to. "When designing Boston East, we knew we wanted it to be one of the most technologically advanced buildings in Boston — our future tenants demanded it," said Abby Goldenfarb, vice president of development at Trinity Financial. The building's amenities are truly world-class and include a refrigerated 24/7 package room, free same-day dry cleaning, and a smart-wired fitness center.

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Choosing a solution

Trinity Financial chose ButterflyMX to ensure their commitment to creating Boston's most advanced building began at the front entrance.

"We had a traditional-style intercom system already specified in the building design but before installing it we heard about ButterflyMX from some industry peers," explains Goldenfarb. "We felt it was important for us to explore ButterflyMX because an intercom that allows our residents to open and manage doors from their smartphone fit in well with the overall vision of the project."

In addition to opening and managing doors from their smartphone, residents can now see and talk with whoever is calling them through live video. What's more, they are able to issue virtual keys and delivery pins to make visitor access easy, which is especially convenient in a tech-forward city like Boston where tenants commonly hire service providers such as dog walkers and house cleaners directly from an app on their smartphone.

"If you're considering ButterflyMX, I suggest checking out a building in your area that has one. It has certainly helped us in achieving our goal of creating one of Boston's most tech-forward buildings as well as further differentiating our property in a crowded marketplace."



Abby Goldenfarb
VP of Development
Trinity Financial



The outcome

The installation of ButterflyMX took place without a hitch.

And since tenants now use their smartphones to receive visitor calls, Trinity was able to eliminate all the additional building wiring and in-unit hardware that came along with the traditional intercom they had specified into the building plans, saving them 63 percent in installation costs over the traditional intercom system. What's more, since opening they have found another benefit of using ButterflyMX: managing their Zipcar agreement. "We have an intercom installed at our parking garage to provide access for our Zipcar users through the use of an entry PIN, which has been a nice operational improvement for the property," described Goldenfarb.