

CASE STUDY

Vela on the Park Chose ButterflyMX to Ensure Their Luxury-Living Experience Begins at the Entryway



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 results 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 Vela on the Park."

The challenge

Named for a brilliant star in the southern night sky, Vela on the Park is a luxury mixed-use residential and retail community with 209 envy-inducing studio, 1 and 2 bedroom apartment homes.

When designing Vela on the Park, Trinity Financial took inspiration from the surrounding community: each residence has been meticulously planned to not only capture the calming views of the nearby Mill River Park but also include the designer finishes residents in downtown Stamford, Connecticut expect. "Vela on the Park required us to thoughtfully blend the sun-drenched beauty of the park in with the premier dining, entertainment, and retail experiences unique only to this area," said Abby Goldenfarb, vice president of development at Trinity Financial. "The property needed to stand alone at the center of downtown Stamford as an urban constellation ready to guide its residents to a new standard in luxury living."

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Choosing a solution

Trinity Financial chose ButterflyMX to ensure that its future residents' luxury-living experience extended to their smartphones.

"During the first year of construction we spoke with ButterflyMX about their smart intercom and its ability to allow residents to open and manage doors from their smartphone," explains Goldenfarb. "We believe that Vela on the Park residents should not be confined to the limitations of a traditional intercom system."

In addition to opening and managing doors from their smartphone, residents can see and talk with whoever is calling them through live video, regardless of whether they're in their apartment or out enjoying the local nightlife. What's more, residents are able to issue virtual keys and delivery pins to visitors, allowing for seamless access for service providers such as house cleaners and dog walkers – a popular feature in a tech-forward city like Stamford.

// In fact, Trinity loves ButterflyMX so much it has added it to two other properties and has also added it to the entryway of its corporate headquarters."



Staci Riddle
Community Manager
Vela on the Park



The outcome

Both residents and the property management team love the ButterflyMX system.

Residents have shared that the delivery PINs and virtual keys make their lives much easier. And the property management team feels comfortable knowing that at any time they can review the time- and date-stamped photos of all the guests who have entered the building during the last 365 days. Even during times of power outages or other technical issues, ButterflyMX's 24/7 support team has been quick to respond and resolve any matter. "There have been a few instances when the system went down but after contacting the support team, the system was back up in less than 10 minutes," described Vela Community Manager, Stacie Riddle.