

# Eliminating Competition: How BTS Netted \$400K from One Government Client Using EnergyPrint

## Challenge

BTS had existing service agreements in place for two side-by-side government-owned facilities—both of which then used electric radiant heating systems. However, one of the buildings was severely inefficient, and the client was struggling to keep tenants warm. Thinking the culprit was the sheer number of times the facility's overhead doors were open during the day, the client requested proposals from several providers, including BTS, to add more electric heating.

## Solution

To differentiate themselves from the competition and uncover a more tailored solution, BTS offered no-cost access to the BTS Energy Report, their branded utility dashboard service, powered by EnergyPrint.

Using EnergyPrint's custom comparison metrics, BTS quickly learned the client would reap significant energy savings by switching to propane radiant heating. After sharing this insight, BTS proposed and won a complete retrofit project for more than \$150,000, including monthly benchmarking with EnergyPrint.

## Results

Switching to propane radiant heating dropped the client's utility costs by more than 50 percent. By positioning themselves as a trusted energy partner—and validating results with EnergyPrint's utility reporting—BTS went from benchmarking two buildings to serving and tracking the client's portfolio of 13 buildings. In less than a year, BTS netted nearly \$400,000 in new business, including heating, controls, LED lighting and added service agreements. BTS projected a total annual savings of \$327,000 for the client and continues to track and prove savings monthly using EnergyPrint.


## BUILDING TECHNOLOGY SYSTEMS

“ Our clients are driven by financial results. Benchmarking with EnergyPrint helps us prove building performance and deliver tailored solutions. Our partnership with EnergyPrint is essential for our strategy to add value for clients and differentiate our services.”  
-Jack Lann, Business Development Manager, BTS



# Highlights

 Industry:  
**Government**

 Location:  
**Greater Denver Area**

Solutions:  
 **Utility Dashboard  
Heating Retrofit  
Building Automation**

FIND OPPORTUNITY

→ **Benchmark revealed**  
**\$150,000**  
retrofit project opportunity



BUILD TRUST

→ **50%**  
decrease in client utility costs

Cost Avoidance Snapshot		
COST AVOIDANCE	COST % CHANGE	CONSUMPTION % CHANGE
\$31,496.44	-55.9% ↓	-32.8% ↓

GROW BUSINESS

→ **Netted**  
**\$400,000**  
in new business across 13-building portfolio

