

Building Operations

Management Advice

Tools and Technical Advice

Resources

Training

Case Studies & Articles

Merit Mechanical:
▶ [Leading the Way in the New Economy](#)

Video Training

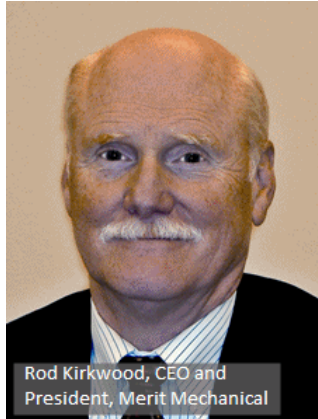
Marketing Materials

Glossary



Merit Mechanical: Leading the Way in the New Economy

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Rod Kirkwood, CEO and President, Merit Mechanical

By Sara DeHoff for BetterBricks

In the midst of challenging economic times, **Merit Mechanical** is helping building owners evolve to meet today's realities and prepare for the future. A leading service contractor in the Seattle/Washington market, Merit Mechanical has expanded their service offering to include energy management, helping customers save money and retain tenants. "We strive to be the best, to be the solution to a customer's problem. We look for ways to help customers save on operating costs, make their equipment more efficient and make their tenants and employees more comfortable," says Rod Kirkwood, the company's President and CEO.

Merit's energy management program, High Performance Maintenance, was developed as a result of working with BetterBricks advisors and offers building tune-ups to make sure buildings operate as efficiently as possible. Merit works with customers to identify and fix inefficiencies in the

buildings' systems. They also provide enhanced operations and management services to maintain those buildings at peak performance. With new high-tech tools, they can monitor a building's performance more closely and provide a higher level of operational support. Partnering with Puget Sound Energy, Merit provides customers with detailed reports of the building's energy use to identify areas of additional savings potential. All this boils down to reduced costs for their customers and expanding opportunities for Merit. In today's market, that's important.

Market Challenges Drive New Demand

The current economy poses serious challenges and new opportunities. Money is tight everywhere and people are looking for ways to cut costs.

Traditionally, building owners have included building equipment maintenance in their fixed costs. Few realize that building maintenance could be another way to save money. But Merit has found that with the right approach to energy management, their customers are able to cut costs significantly. Improved operations and maintenance not only lengthens the life of the equipment and maximizes the investment, it saves energy as well. Both directly benefit the bottom line.



In today's economy, the big concern is don't lose any tenants. By all means, protect the tenants."
- Mike Frickberg, Senior Vice President

Tenant retention is another challenge for building owners. "In today's economy, the big concern is don't lose any tenants. By all means, protect the tenants," asserts Mike Frickberg, Senior Vice President. Fortunately, there's a growing awareness, among building owners and tenants alike, that an energy efficient building is a more valuable asset. The industry is realizing that energy cost savings can be achieved without compromising tenant comfort. As a result, more tenants are looking for green buildings, knowing that they'll come out ahead on their triple net costs over the course of their lease. Building owners, eager to attract and keep tenants, are paying more attention to the energy use of their buildings.

Educating Customers is Secret to Success