

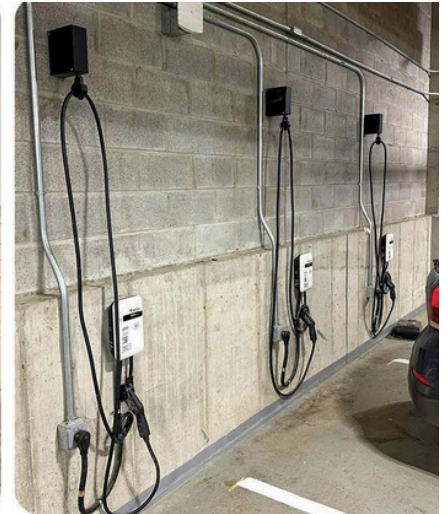
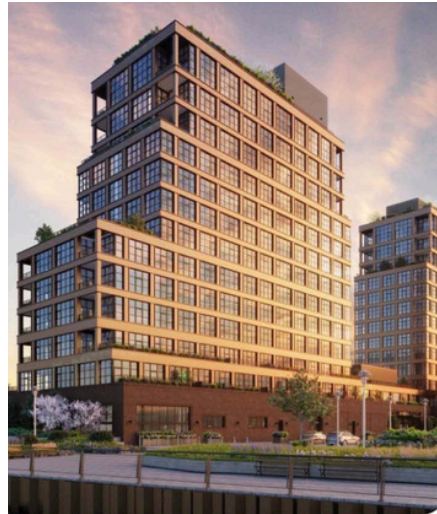
# Quadrum Global Enhances NYC Luxury Living with SWITCH's EV Charging-as-a-Service

The Huron - Greenpoint, Brooklyn, New York



## Meeting City Mandates While Elevating the Resident Experience

When Quadrum Global sought to bring electric vehicle (EV) charging to The Huron, its luxury residential condominium in Greenpoint, Brooklyn, the goal was to meet New York's mandates for EV infrastructure in a manner befitting the property. This meant ensuring the chargers offered a reliable, convenient, and premium experience for residents and visitors.



Installing this kind of amenity does come with an upfront cost, as well as ongoing requirements for maintaining and managing the stations. As part of its evaluation process, Quadrum hoped to find alternative arrangements with fewer demands. The solution? SWITCH and its charging-as-a-service (CaaS) offering.

## Creating a sustainable, resident-centric building with EV charging

Quadrum Global, a real estate investment and development group, has always been committed to sustainable living. The Huron, a 171-unit new construction condominium completed in 2024, is emblematic of that commitment, designed with sustainability-focused features like a highefficiency HVAC system and green roof coverage. However, the growing adoption of electric vehicles (EVs) came with a new requirement to provide adequate and reliable charging infrastructure for residents who own EVs, and this was an amenity that required a bit more thought.

Installing EV chargers is now a regulatory requirement for new developments in New York City, but Quadrum wanted to ensure its charging offering didn't just check a box. With its default parking offering already inclusive of valet service, it needed its EV charging offering to complement and enhance its ideal of a luxury living experience at The Huron.



## Finding the ideal solution in charging-as-a-service (CaaS) from SWITCH

In selecting its EV charging solution, Quadrum evaluated according to several requirements:

- **Seamless management:** The system needed to integrate smoothly with the building's third-party parking management company, making it easy to oversee and maintain.
- **Low upfront investment:** As a for-sale condominium, Quadrum needed to minimize capital outlay to maintain cost efficiency for buyers.
- **High user satisfaction:** The solution had to offer a clear, easy-to-use experience, with reliable charging stations and transparent billing.

Quadrum chose SWITCH's "charging-as-a-service" (CaaS) offering, which checked all of these boxes. With SWITCH's CaaS offering, there are no upfront costs, and any maintenance and management needs are handled by the SWITCH team. The billing system, meanwhile, ensures that individual drivers are billed for their own charging sessions every single time.

"We initially considered purchasing the equipment outright, but the more we learned about SWITCH's 'charging-as-a-service' offering, the more it seemed like a no-brainer. It allowed us to deliver a valuable amenity without overburdening our team or passing unnecessary costs onto residents," said Lorenzo Bello, Senior Vice President of Acquisitions and Asset Management at Quadrum.

### Quick implementation for a reliable charging offering

The rollout of SWITCH's EV charging solution at The Huron began in early 2024, just as residents began to move in. Quadrum, its implementation and management partners at First Service Residential, Manhattan Parking Group, and the team at SWITCH worked closely together to streamline the implementation process, handling everything from equipment installation to software integration.

To ensure ease of access, access to The Huron's chargers relies primarily on RFID cards attached to keychains, allowing valets to quickly initialize charging sessions to be billed to resident accounts. "We wanted a solution that allowed us to allocate costs fairly, and the RFID-based billing system was exactly what we needed," said Bello. "Residents are billed only for the energy they use, which has been very well received. And with RFID cards, you don't have to worry about battery life or connection—the charger and the card handle everything."

### Driving resident & operational satisfaction with great EV charging and valet service

The response to the SWITCH charging stations has been very positive. Residents appreciate access to reliable charging and the valet service. When they arrive at their parking garage, they simply hand over their keys, and the valet drives their car over to a charging station when needed. When they leave, their car is returned to them with a full battery.

And though the EV charging stations are not a primary marketing feature for The Huron, Bello says they are appealing for a growing number of would-be buyers. For some, EV charging is a non-negotiable amenity, and the availability of reliable onsite charging has been a positive differentiator for The Huron. "There are buyers who look at it as a requirement [because] they already own EV cars," said Bello. "It certainly plays a role in the marketing process."

Quadrum looked to provide best-in-class equipment and streamlined use for all parties involved. With the "charging-as-a-service" model from SWITCH, it has been able to achieve that.

*Written by Rob Côté MARKETING COMMUNICATIONS MANAGER, SWITCH*

