

case study

Aimbridge Hospitality

Generating Real Value from Proactive Utility Bill Management – An Aimbridge Hospitality Case Study

Burton Energy Group provides hospitality clients with a full suite of energy services, including utility bill management. The scope of this service entails almost all forms of activity related to working with electric, natural gas, propane, water and sewer utilities. For companies like Aimbridge Hospitality, which has a portfolio of over 500 hotels in 40 states and the Caribbean, this service offering is particularly needed and impactful to the bottom line. Utility bill management is even more of a necessity when considering Aimbridge has had several high-profile acquisitions in the past year which more than doubled the size of their portfolio, and more growth opportunities are under consideration.

“Aimbridge has grown significantly over the past few years, and Burton has literally grown with us. We rely upon them for all aspects of our energy program, including utility bill management and reporting.”

- Vince Cuce, Aimbridge SVP Finance

When Burton initially started working with Aimbridge the portfolio consisted of 12 hotels and no energy management plan. Burton worked

with Aimbridge to deploy the core utility bill management service so that utility related issues could be proactively monitored, analyzed and resolved. The process entails capture of utility specific billing data, verification of accuracy, resolution of changes in accounts, rates, and reasonability checks on usage and costs. It is a time intensive practice, but one that ensures Aimbridge is receiving an optimal return.



Burton distributes monthly energy performance reports to each hotel and Aimbridge corporate, thereby turning this voluminous data into useful information. The reports not only detail how the hotel is using energy and water, but also utility rates, occupancy rates, historical weather data and a number of graphics that illustrate whether the hotel is using energy and water more efficiently. And as importantly, the reports denote possible concerns with usage and/or rates that allow Burton to follow up on immediately with the hotel and utility.



Aimbridge Hospitality		Region: All Aimbridge		Electric Performance Report												BurtonEnergyGroup							
Sep 2017 Electricity based on 90.3% Actual/9.7% Projected Invoices																							
Estimated			Cost					Cost POR			Usage kWh				Usage POR			Rate					
Site#	State	Occ%	Last Year	Actual	Budget	%Chg to LY	%Chg to Budget	LY POR	Actual POR	Budget POR	Last Year	Actual	Budget	%Chg to LY	%Chg to Budget	LY POR	Actual POR	Budget POR	Last Year	Actual	Budget	%Chg to LY	%Chg to Budget
AIM-6743	ND	68.2%	\$7,254	\$7,201	-	-0.7%	-	N/A	\$2.71	N/A	73,614	77,095	-	4.7%	-	N/A	28.97	N/A	\$0.099	\$0.093	N/A	-5.2%	N/A
		68.2%	\$7,254	\$7,201	-	-0.7%	-	N/A	\$2.71	N/A	73,614	77,095	-	4.7%	-	N/A	28.97	N/A	\$0.099	\$0.093	-	-5.2%	N/A
AIM-5778	IL	74.8%	\$7,078	\$6,074	\$7,772	-14.2%	-21.8%	\$2.27	\$2.15	\$2.49	88,996	82,302	85,169	-7.5%	-3.4%	28.50	29.11	27.27	\$0.080	\$0.074	\$0.091	-7.2%	-19.1%
AIM-5783	MI	80.3%	\$7,922	\$7,937	\$7,997	0.2%	-0.8%	\$2.52	\$2.60	\$2.54	78,900	77,400	77,527	-1.9%	-0.2%	25.10	25.31	24.67	\$0.100	\$0.103	\$0.103	2.1%	-0.6%
AIM-5781	OH	68.4%	\$9,772	\$9,023	\$8,900	-7.7%	1.4%	\$3.12	\$3.46	\$2.85	92,666	87,745	90,488	-5.3%	-3.0%	29.63	33.68	28.94	\$0.105	\$0.103	\$0.098	-2.5%	4.6%
		74.5%	\$24,771	\$23,034	\$24,669	-7.0%	-6.6%	\$2.64	\$2.71	\$2.63	260,562	247,447	253,184	-5.0%	-2.3%	27.74	29.15	26.95	\$0.095	\$0.093	\$0.097	-2.1%	-4.5%
AIM-5214	CO	90.4%	\$8,767	\$9,143	\$9,914	4.3%	-7.8%	\$2.22	\$2.42	\$2.51	95,226	101,120	108,491	6.2%	-6.8%	24.14	26.82	27.50	\$0.092	\$0.090	\$0.091	-1.8%	-1.1%
AIM-5621	IL	79.7%	\$12,500	\$12,890	\$15,342	3.1%	-16.0%	\$2.43	\$2.62	\$2.99	149,356	154,916	167,183	3.7%	-7.3%	29.09	31.45	32.56	\$0.084	\$0.083	\$0.092	-0.6%	-9.3%
AIM-5118	IL	73.4%	\$22,184	\$19,666	\$24,208	-11.3%	-18.8%	\$3.76	\$2.97	\$4.10	272,091	270,683	288,777	-0.4%	-6.2%	46.07	40.89	48.90	\$0.082	\$0.073	\$0.084	-11.0%	-13.4%
AIM-5113	NE	79.2%	\$7,833	\$7,529	\$7,600	-3.9%	-0.9%	\$2.34	\$2.40	\$2.27	87,999	83,259	84,254	-5.4%	-1.2%	26.25	26.55	25.14	\$0.089	\$0.090	\$0.090	1.6%	0.3%
		79.1%	\$51,284	\$49,229	\$57,064	-4.0%	-13.7%	\$2.80	\$2.67	\$3.11	604,672	610,178	648,705	0.9%	-5.9%	32.97	33.06	35.37	\$0.085	\$0.081	\$0.088	-4.9%	-8.3%
AIM-5092	IL	87.5%	\$11,610	\$8,403	\$13,630	-27.6%	-38.4%	\$1.74	\$1.27	\$2.04	149,366	137,989	149,369	-7.6%	-7.6%	22.38	20.94	22.38	\$0.078	\$0.061	\$0.091	-21.7%	-33.3%
AIM-5687	KY	80.7%	\$40,995	\$38,732	\$40,995	-5.5%	-5.5%	N/A	\$4.07	N/A	443,371	393,600	443,371	-11.2%	-11.2%	N/A	41.39	N/A	\$0.092	\$0.098	\$0.092	6.4%	6.4%
AIM-5686	PA	90.2%	\$52,553	\$39,178	-	-25.5%	-	N/A	\$4.81	N/A	570,043	486,431	-	-14.7%	-	N/A	59.71	N/A	\$0.092	\$0.081	N/A	-12.6%	N/A
		85.5%	\$105,158	\$86,313	\$54,625	-17.9%	58.0%	\$15.76	\$3.56	\$8.18	1,162,780	1,018,021	592,739	-12.4%	71.7%	174.23	41.99	88.81	\$0.090	\$0.085	\$0.092	-6.2%	-8.0%
AIM-5796	CA	82.4%	\$11,071	\$11,088	\$11,627	0.2%	-4.6%	\$3.69	\$3.53	\$3.87	87,829	87,687	91,031	-0.2%	-3.7%	29.24	27.93	30.30	\$0.126	\$0.126	\$0.128	0.3%	-1.0%
AIM-5782	CO	94.9%	\$7,610	\$7,141	\$7,321	-6.2%	-2.5%	\$2.15	\$1.99	\$2.07	82,993	83,475	83,138	0.6%	0.4%	23.49	23.28	23.53	\$0.092	\$0.086	\$0.088	-6.7%	-2.8%
AIM-5495	IL	84.7%	\$4,876	\$3,984	-	-18.3%	-	N/A	\$1.30	N/A	56,263	54,099	-	-3.8%	-	N/A	17.60	N/A	\$0.087	\$0.074	N/A	-15.0%	N/A
AIM-5772	NM	92.7%	\$10,263	\$10,036	\$10,779	-2.2%	-6.9%	\$2.91	\$2.84	\$3.05	112,728	107,670	114,951	-4.5%	-6.3%	31.93	30.49	32.56	\$0.091	\$0.093	\$0.094	2.4%	-0.6%
		88.7%	\$33,820	\$32,250	\$29,727	-4.6%	8.5%	\$3.36	\$2.42	\$2.95	339,812	332,931	289,120	-2.0%	15.2%	33.76	24.98	28.72	\$0.100	\$0.097	\$0.103	-2.7%	-5.8%
AIM-6671	OH	68.4%	\$4,239	\$4,165	-	-1.8%	-	N/A	\$2.90	N/A	34,815	44,295	-	27.2%	-	N/A	30.85	N/A	\$0.122	\$0.094	N/A	-22.8%	N/A
AIM-5235	OH	59.6%	\$4,284	\$3,533	\$3,943	-17.5%	-10.4%	\$2.52	\$2.32	\$2.32	33,840	30,968	38,734	-8.5%	-20.0%	19.89	20.36	22.77	\$0.127	\$0.114	\$0.102	-9.9%	12.1%
AIM-5228	OH	60.6%	\$5,078	\$4,265	\$4,690	-16.0%	-9.1%	\$2.47	\$2.32	\$2.28	50,894	45,595	54,456	-10.4%	-16.3%	24.78	24.83	26.51	\$0.100	\$0.094	\$0.086	-6.2%	8.6%
AIM-5231	OH	80.4%	\$3,842	\$1,582	\$4,065	-58.8%	-61.1%	\$1.81	\$0.62	\$1.92	40,560	42,164	41,874	4.0%	0.7%	19.12	21.86	19.74	\$0.095	\$0.038	\$0.097	-60.4%	-61.3%
AIM-5234	OH	71.4%	\$5,632	\$4,741	\$4,389	-15.8%	8.0%	\$2.60	\$2.35	\$2.03	46,271	43,422	43,767	-6.2%	-0.8%	21.39	21.56	20.23	\$0.122	\$0.109	\$0.100	-10.3%	8.9%
AIM-5226	OH	74.1%	\$4,312	\$3,693	\$3,706	-14.4%	-0.4%	\$1.83	\$1.77	\$1.57	43,252	42,888	39,934	-0.8%	7.4%	18.37	20.52	16.96	\$0.100	\$0.086	\$0.093	-13.6%	-7.2%
AIM-5227	OH	76.1%	\$4,217	\$3,785	\$4,030	-10.2%	-6.1%	\$1.90	\$1.78	\$1.82	39,818	38,817	39,364	-2.5%	-1.4%	17.98	18.28	17.78	\$0.106	\$0.098	\$0.102	-7.9%	-4.7%
AIM-5229	OH	77.0%	\$4,568	\$4,546	\$4,189	-0.5%	8.5%	\$1.96	\$2.09	\$1.80	46,669	38,973	40,800	-16.5%	-4.5%	20.05	17.94	17.53	\$0.098	\$0.117	\$0.103	19.2%	13.6%
AIM-5230	OH	80.6%	\$4,749	\$4,615	\$4,454	-2.8%	3.6%	\$1.92	\$2.03	\$1.80	46,560	45,203	44,089	-2.9%	2.5%	18.81	19.88	17.81	\$0.102	\$0.102	\$0.101	0.1%	1.1%
AIM-5232	OH	91.5%	\$3,804	\$4,368	\$4,261	14.8%	2.5%	\$1.86	\$1.87	\$2.09	34,040	35,556	35,554	4.5%	0.0%	16.66	15.24	17.40	\$0.112	\$0.123	\$0.120	9.9%	2.6%
AIM-5236	OH	70.8%	\$8,285	\$6,989	\$6,815	-15.6%	2.5%	\$3.20	\$2.70	\$2.64	67,280	64,877	69,354	-3.6%	-6.5%	26.03	25.02	26.83	\$0.123	\$0.108	\$0.098	-12.5%	9.6%
AIM-5233	OH	62.8%	\$10,750	\$8,667	\$8,873	-19.4%	-2.3%	\$3.28	\$2.99	\$2.70	87,393	82,568	90,579	-5.5%	-8.8%	26.64	26.46	27.61	\$0.123	\$0.105	\$0.098	-14.7%	7.1%
		72.1%	\$63,759	\$54,949	\$53,416	-13.8%	2.9%	\$2.52	\$2.18	\$2.11	571,391	555,325	538,504	-2.8%	3.1%	22.57	22.02	21.27	\$0.112	\$0.099	\$0.099	-11.3%	-0.2%
AIM-5215	CA	68.2%	\$31,433	\$32,010	\$37,963	1.8%	-15.7%	\$8.03	\$7.98	\$9.70	189,324	168,593	192,621	-11.0%	-12.5%	48.37	42.03	49.21	\$0.166	\$0.190	\$0.197	14.4%	-3.7%
AIM-5684	CA	82.9%	\$13,851	\$23,549	\$43,843	70.0%	-46.3%	N/A	\$5.12	N/A	102,287	160,742	223,512	57.1%	-28.1%	N/A	34.95	N/A	\$0.135	\$0.147	\$0.196	8.2%	-25.3%
AIM-5683	CA	83.8%	\$13,582	\$17,548	\$12,134	29.2%	44.6%	\$1.98	\$2.84	\$1.77	114,570	121,926	71,376	6.4%	70.8%	16.68	19.70	10.39	\$0.119	\$0.144	\$0.170	21.4%	-15.3%

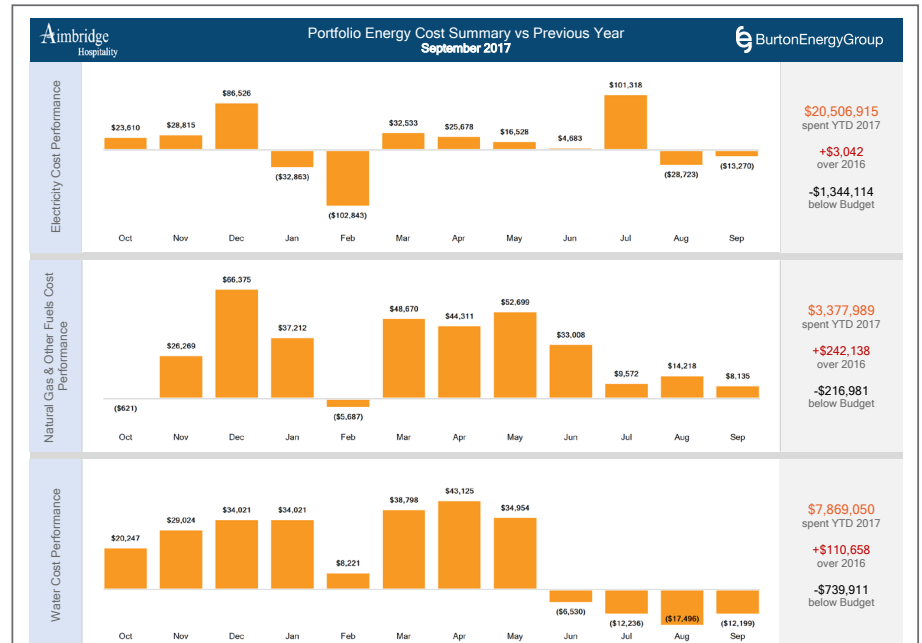
“The team at Burton works closely with our hotels and corporate team. Burton proactively anticipates issues and implements processes that not only mitigates costs but more importantly focuses on best practices...After 11 years they continue to generate a significant return for our ownership groups.”

– Robert Burg, Aimbridge COO




The reports are helpful, but hoteliers often desire the ability to view specific utility data about their properties in hospitality terms, not energy engineering terms. There is also a need to access utility information before monthly reports are distributed, and also inquire about data not included in the reports. With this in mind, Burton recently developed an energy portal that serves as a repository for all utility related information. The portal contains utility bills, normalized cost and utility usage, and important metrics and analysis of impact of weather, occupancy, and rates. This data is available as specific values, as compared to past performance, and as visual trends. The response has been overwhelmingly positive, and has provided general managers, chief engineers, controllers and other hotel personnel with a tool to proactively track their energy and water consumption.

While the monthly performance reports and the portal are critical to effective utility bill management, Aimbridge corporate expects each service offering to produce savings, or avoided costs. Burton diligently tracks all utility billing



activities on a daily basis, some of which include metering errors, billing errors, surety deposits, bond management, utility notices, late fees, utility rebates, tax credits, new service, cancellation of existing accounts and the negotiation of utility rebills. The monetary impact from Operations related findings was \$92,008. When combined with other energy initiatives, the total annual savings was \$651,435.

As the Aimbridge property count continues to grow, the number of utility accounts also increases, and with that the opportunity to be even more impactful via the utility bill management service. 

For more information on Burton Energy Group and our energy services, call us at 866.975.8777 or email us at info@burtonenergygroup.com.