

• CASE STUDY •

Think premium, high-performance windows and doors are out of reach? *Think again.*

Discover how developer Peacock Capital is using German-designed and locally produced windows and doors from Bauwerk Solutions to create multi-family workforce housing — **on budget!** — that's profitable for them and high-quality and affordable for tenants



“Operating costs make or break the profitability of your building. The insulating value we get with Bauwerk windows far exceeds what we can get with other windows and doors, and their products are also extremely durable and easy to upgrade. Not only are they within our budget, but the quality and performance of Bauwerk windows and doors will greatly reduce our operating costs over time.”

Jason Schaller
PARTNER, PEACOCK CAPITAL



PEACOCK CAPITAL

Peacock Capital is a forward-thinking real estate investment and advisory firm focused on acquiring, renovating, and operating neighborhood multifamily properties in Central Florida.

HIGHLIGHTS

Challenges

- Wanted to design and build workforce housing that was profitable for them and affordable for tenants, yet still high-quality
- Wanted to find windows and doors within budget that were very energy-efficient, and had a longer lifespan than standard windows

Solution

- Partnered with Bauwerk Solutions for German-designed, high-performance windows and doors that are locally produced

Results

- Able to use premium windows and doors that are very energy efficient and within budget
- Able to design entire apartment buildings with window openings that are all the same size
- Windows and doors are durable and easy to clean, maintain, and update which increases cost-efficiency and profitability
- Tenants get a better living experience and less utility costs
- Have a partner who produces locally and obtains necessary approvals to meet building codes

When Peacock Capital first discovered Bauwerk Solutions, they were in the process of doing multi-family development in a whole new way.

As a real estate investment and advisory firm based in Central Florida, Peacock Capital wasn't interested in the common industry trend of building a development as cheaply as possible, charging the highest possible rent, and then selling to an insurance company or management company.

Instead, Peacock Capital wanted to design and build boutique 24-unit apartment buildings that they would not only own and operate themselves – but that would also provide high-quality yet affordable housing for people in the workforce.

To succeed with that approach, Peacock Capital needed to ensure they were **designing and building in the most efficient and cost-effective way**. They required products and materials of the highest possible quality given their budget.

“Since we’re planning to own the building forever, we really need to build it so that it lasts forever. That means we need to get the longest possible lifespan on every product or material we use.”

-Jason Schaller Peacock Capital

For Peacock Capital, that includes framing with steel and keeping their use of wood to an absolute minimum.



It also means being very particular about the windows and doors they use.

Yet finding extremely durable and high-performing windows wasn't easy.

“Most windows used in apartment buildings are really cheap and have a lifespan of roughly 20 years,” Jason said. “We wanted to find windows with a much greater lifespan than that.”

Both Jason and fellow Peacock Capital Co-Founder Ken Polsinelli were long-time fans of the design, functionality, and quality of German-made windows, but never imagined they'd be a realistic option for their development approach

They were planning to use a window and door supplier that was located near them, but then Ken stumbled upon Bauwerk Solutions and was immediately intrigued.

“When Ken came across Bauwerk and saw what they were doing, it was something we'd always wished we could do, which

was to build with the **tilt-and-turn window design they use in Europe,”** Jason said. “When we realized Bauwerk had brought that technology to the United States and were actually working on product approvals to be able to use them in Florida, we were really excited.”

They connected with Bauwerk to learn more, and discovered that their windows and doors aligned perfectly with their development philosophy.

For starters, Bauwerk's windows and doors are Passive House-ready and provide superior thermal performance, air tightness, wind resistance, storm proofing, and sound dampening.

“The insulating value we get with Bauwerk windows far exceeds what we can get with other windows. That not only helps our operating costs, but it lowers the energy costs for the people who live with us.”

-Jason Schaller Peacock Capital

Jason and Ken also loved the premium quality of the windows and doors as well, and how durable, problem-free, and easy-to-upgrade they are.

“All of the common problems that come with typical apartment building windows don't exist with Bauwerk windows,” Jason said. “Their screens have a flexible metal frame that snaps into the window frame, so



you don't have to deal with window screens popping out or not fitting the window properly.

"And when it's time to update the windows, you don't need to rip out the frame — all you need to do is update the glass. That adds so many years to the window's lifespan."

In addition, Bauwerk's tilt-and-turn functionality makes the design and build process easier and **more cost-efficient for developers** since they can avoid mixing and matching double hung and casement windows — and Jason loved that he could design an entire apartment building using one window size.

Combined with the matching shapes and finishes of Bauwerk's patio and entrance doors, **a cohesive design was easy to achieve.**

"That really helps to simplify the build process, which is our ultimate goal."

Yet perhaps the most exciting — and surprising — feature about Bauwerk's windows and doors is that because they're produced in the U.S., **American developers can use European-quality products without breaking the bank.**

"We were willing to make a bit of a stretch because of the quality and how much better our customers' experience will be, but then they came in within our budget," Jason said. "They're a little more expensive than other suppliers, but their quality is exponentially better. **When you consider how much they help us lower some of our other operating costs,** it's well worth the investment."

When you add in Bauwerk's proactiveness to obtain the necessary product approvals required by Florida building authorities, it's easy to see why Peacock Capital has chosen to use Bauwerk's windows and doors in future apartment building developments, too.

"Working with Bauwerk has been great," Jason said. "They're very responsive, and they innovate and adapt when needed to make sure their products meet our needs.

-Jason Schaller Peacock Capital

"I really think we have a true competitive edge against our competition by using windows and doors from Bauwerk." ■





See how Bauwerk windows and doors can enhance the quality, performance, and profitability of your multi-family development.
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