Eliminating Energy Waste with Smart HVAC Optimization with Brad Pilgrim | Transcript

00:02
Speaker 1
Welcome to Green Building Matters, the original and most popular podcast focused on the green building movement. Your host is Charlie Cicchetti, one of the most credentialed experts in the green building industry and one of the few to be honored as a lead fellow. Each week, Charlie welcomes a green building professional from around the globe to share their war stories, career advice, and unique insight into how sustainability is shaping the built environment. So settle in, grab a fresh cup of coffee, and get ready to find out why Green Building matters.

00:34
Speaker 2
Hey, everybody. Welcome to the next episode of the Green Building Matters podcast. I got the easy job. Once a week, I'm gonna meet a cool green building professional somewhere in the world and kind of unpack their story. You know, maybe they've had some. Some, you know, trials and tribulations, successes. How do I do this? I pivoted to that. And, you know, we just try to have real stories on here. So today, from Toronto, I've got Brad with us. Brad, how you doing today?

00:58
Speaker 1
Hey, Charlie, thanks for having me up. I'm doing great.

01:00
Speaker 2
I know we got connected through some circles we're in. I know we're going to talk about parity, we're going to talk about buildings and just where we're at in this kind of green and energy efficiency movement. But take us back for our listeners, if you would, Brad. Hey, where'd you grow up and go to school?

01:14
Speaker 1
Yeah, yeah, that's way back. Yeah. So I'm from Toronto, Ontario. I grew up a couple hours north of the city, just south of place called Collingwood. Yeah, I went to school at Georgian, which is like, up just south of the Muskoka Lakes in Ontario. I actually went to school to be a pilot. And, yeah, very quickly realized I didn't like flying planes. So through a variety of jobs and experiences and

exploring, I wound up in the energy and sustainability sort of world through working with solar companies and really grasping onto sustainability. And that's kind of what's led me to found Parity.

02:00
Speaker 2
Okay, we don't have to fly. And so I think I want to fly one day. We'll see. I'll check with you first. So let's talk about that sustainability. Aha. Though, was it any of it kind of how you were raised, or did you see it in school or early career? When did you start saying, okay, this sustainability, this energy efficiency stuff, I think I really do want to do that?

02:21
Speaker 1
Yeah, it's funny you asked that. I was just on a similar or another podcast sort of talking about this, and, you know, it was a Super cool podcast. And they had sort of said, you know, we had interviewed, like, you know, 100 different people, and, you know, they're very focused around sustainability, and they'd never heard this answer. But, you know, I'm not sure how old your average listener is, but, you know, when I was younger, it was the Al Gore Inconvenient Truth video that like, really kind of, you know, opened my eyes up to, hey, we're, you know, this. This could be one of the greatest problems that our sort of society faces in today's world is, you know, global warming and issues associated with that.

03:10
Speaker 1
And, you know, with that, I think, came what is the tangible problem that you could solve or build a business around? And that was energy. And so, you know, that combined with, you know, shortly after my time in school, there was quite a bit of viability around solar. And, you know, a lot of the solar companies were starting up. That was a big boom. That was a new technology that was accessible to kind of like the everyday person. And everybody was excited about it. And the companies that I joined were very excited about it. And the sort of cohort of people my age, everybody was just really on board with this. This is a new technology. It can solve a problem, and it just kind of snowballed from there.

03:51
Speaker 1
But I think how that relates back to my past or, like, my upbringing was, you know, Yeah, I, you know, I grew up sort of countryside. I spent a ton of time outdoors. I still spent a ton of time outdoors, lots of outdoor activities in

different sports. And I just couldn't imagine that being, like, taken away at some point or impacted for future generations. So I, yeah, sort of took a personal interest in that. And, you know, I think, like everybody, you. You need to be able to motivate yourself for something and be able to get up in the morning. And that ring true for me, I think, for a very long time. Just sort of, you know, always wondering, like, what was my purpose and.

04:31
Speaker 1
And what am I going to get up for and what do I want to dedicate my career to? And, yeah, that's really all how it all came about.

04:38
Speaker 2
Thanks for sharing that. And for our listeners, if you haven't seen An Inconvenient Truth or there was actually a sequel, An Inconvenient Truth sequel to right before Trump's first years in office. And I just, you gotta watch that, right? It even has just what is real life where I think Al Gore said now President Moody india, and he's like, are you saying the US Was able to do it their way, the unsustainable way, and I can't do it that way. And it's just interesting, right, to look at the geopolitical. And sure, this might be the right way to expand my country and my buildings and my infrastructure, but. But you didn't have to do it that way until recently. So just, you know, I get it and it is an inconvenient truth. So thank you for bringing that up.

05:19
Speaker 2
And that was kind of your aha there. So, you know, I love to ask about mentors. Sometimes a mentor is someone you read their material, you see them from afar, maybe you see them on stage, and sometimes it's somebody you meet with and they maybe go to breakfast or lunch and challenge you or maybe open a door. I don't know if you. Any mentors along the way.

05:38
Speaker 1
I, I've definitely had, you know, I think, yeah, I'll start back at the sort of beginning, I think, when you're searching for help. Even like early days, like, you know, mentors were kind of few and far between. I think that term has become a lot more common maybe over the last decade. But when I was starting out, I was sort of listening to and I kind of go back to something that I heard when I was younger a lot. And that was, you know, the like, age old adage of if I knew then what I know now. And I always remember that just like, yeah, that would be a really great thing, right? If I could take the information that all these

people with experience have and apply it to, you know, my current sort of age and understanding that seems to beneficial.

06:23
Speaker 1
So I would always ask a ton of questions. Even in grade school, high school, I was not the person that was afraid to put my hand up and maybe ask the stupid question just because I just needed to know sort of unequivocally if I was understanding problems the right way. And that sort of carried me through, you know, my life and learning very quickly and just taking experiences from people that had been there, done that. And so I think my mentors over the years were sort of some by mistake, some were just influential people, you know, some I was just wise enough to identify. You look like somebody I want to learn from and I want to ask questions to and. And then I got to spend time with them.

07:03
Speaker 1
But yeah, you know, no one independent person, I'd say, influenced me more than anyone. But, you know, some of the notable ones were, you know, I had some people in college that, you know, were like my. One of my college professors in economics, he was very Influential, sort of directed my career in a certain way, you know, and also somewhat discouraged me to, you know, take my next stage. Like in college, I was already starting small businesses. So think my economics teacher sort of identified. When I said, I want to go get my degree in economics, I want to go to university for it. He said, yeah. He said, like, what do you want to do? Because like, you're pretty enterprising and you know, like, here's where that degree could lead you.

07:47
Speaker 1
He said, you're sort of already grasping a lot of these concepts and you know, depending on what you want to do, I'd suggest you maybe get out there and find startups to work for. And that was really sage advice, I think for me because, you know, starting some stuff in college, like small businesses, like, you know, I, I started a T shirt business with a friend of mine which was like successful sort of right out of the gate. And then I got involved in a, a health product which was also, you know, just timing related. It was successful right out of the gate. Both like fairly low barrier to entry businesses and learned a lot about, you know, markets and barriers to entry and pricing and fads and consumer behavior.

08:31
Speaker 1

But all that to say, yeah, you know, that was a pretty influential, I'd say pivot in my life was, you know, I'd either go the education route or I'd sort of go the route of starting to figure it out by myself.

08:44
Speaker 2
And yeah, you said some mentors, which I'm a big fan of. I hadn't heard yet on the podcast. So mentors don't mind getting lots of questions. You know, I had never thought of it like that. And I think you're absolutely right. Right. Because they want to share their experiences, their wis. Them. I tell people, you know, watch out for words like you should. No one likes to hear that. Right. I've got three boys. They don't want to hear you should. You know, neither do we. Right. As maybe entrepreneurs or working in even the sustainability field is. But if there's someone around you not only supports you, encourages and sees the best in you, but they're willing to teach by saying, hey, ask lots of questions. So thanks for like that. I totally agree with you. So, okay, so those are the mentors.

09:28
Speaker 2
You know, if you look back so far, like, what are, what's on the highlight reel? What are some of your proudest achievements?

09:33
Speaker 1
Yeah, that's a, it's an interesting one. You know, I, I think I had a lot of influence early in my life around work ethic. And from a very young age, I sort of understood that, you know, dedication time in the seat, and like, focusing on how are you working efficiently? Right. Work was something that, you know, I think as we're young, we realize, hey, we have to do something for the rest of our lives in order to earn money and sustain ourselves. And I kind of wanted an early start on that. And, you know, I'd say part and parcel with my father, you know, his work ethic, you know, he started helping me understand that from a very young age. Right. We lived in a sort of a farming community. You know, we had. And this will seem somewhat archaic, we.

10:27
Speaker 1
We only had like a wood stove for heating right in our house. And so every summer we'd have to spend, you know, basically every single weekend, you know, cutting. Cutting trees, splitting it, logging it. So from a very young age, chores were a thing. And so work was a thing. And really dedicating yourself to it and making yourself efficient. That really helped me understand as I got into my teenage years of how do I come to a business and apply myself and become

valuable? And that was something that really started, I'd say, moving the gears around in my head of what do I want to do? But, yeah, very early on, I think I grasped on the concept that I really wanted to get started early and understand how do I contribute and how do I figure out what I want to do.

11:18
Speaker 1
Charlie, I think you're going to edit this stuff, so I'll just say, can you just remind me of what the question is again? And I'll start back at, hey, no problem.

11:24
Speaker 2
Well, we got someone that makes you and I sound like rock stars. But so let me. I'm just gonna build on what you started with. Okay. So, yeah, Brad, you know what I was asking about, hey, when you look back, what are some of your proudest accomplishments? But I've been kind of here in there with that question is just that work ethic that was instilled in you and having a pretty good attitude for like, hey, this is what I've been provided that I can do, but it's going to take some hard work. So, I mean, anything else, though, as you look back, like, what's on the highlight rail so far in life and, you know, in your career.

11:53
Speaker 1
Yeah. So we, you know, again, work ethic. I think coming out of, you know, coming out of a variety of jobs. When I was a teenager, I actually started to build houses. So I just took a laboring job with A carpenter and, you know, very quickly picked it up. I was good with my hands. I've been using them my whole life. And you know, after a couple of years of working for him, you know, I. I just gained a knowledge and skill set to be able to be a, like a commercial carpenter. And I actually loved that aspect of building. Right. It was very fulfilling, was seeing something like, from absolute raw land and, you know, you were able to build from the foundation up, walls, windows, roof.

12:33
Speaker 1
And once it was constructed, you sort of saw something that would stand for, you know, potentially 100 years. And that was so fulfilling to me that, you know, I sort of. I look back at it as like a big accomplishment because I really understood what it took to build something one from scratch, but also that would stand the test of time, and I really enjoyed that. So I. I think that's where my love of building sort of came in, was, you know, I was able to construct something with my hands. You know, and then I think more my intellectual side

of me said, I think, you know, this is really what I want to do. I want to be able to build things.

13:13
Speaker 1
Maybe not necessarily spend my winters in the cold and then summers in the baking heat, but I did want to be able to build. And so I think going into school, you know, learning that I didn't want to be a pilot. I think just like getting a better education, I continued to sort of look that way. I was like, I just want to continue to build stuff. So I had started some small businesses coming out of school that were successful. Again, I put that on a, you know, I'd say a highlight reel. That was my early sort of foray into entrepreneurship. And it was where I very distinctly remember, you know, would you grow up just thinking about, you know, I need a job. And, you know, it's really about like your hourly wage in, you know, depicting how much you're going to earn.

14:01
Speaker 1
And I think at the stages where I've started to do things that were more output driven, so it depended on how much energy I put into something, how much I got out of it from, you know, a remuneration standpoint. And I think it was that age that I decoupled an hourly wage from work. And I said, I don't think I ever want to do that, actually. I think I want to be able to work as hard as I possibly can and get the most that I can out of it. And that's really where I think I cemented my position on, you know, I'm going to Be an entrepreneur. Right. I'm willing to do the work, I'm willing to take the risk. I'm willing to spend the long hours, put the input in and I'm willing to fail.

14:43
Speaker 1
I had failed, you know, many times before and I think it just gave me thick skin to say if I'm going to dedicate my life to something, it's going to be something that I believe in, that I really want to do. So yeah, those are a few of them. And obviously, you know, starting Parity, I mean, you know, we're a series B company. We're in, we're North American wide, you know, we're in half a dozen different states, you know, managing 100 million square feet of real estate. I mean that's, that's my big one so far and I'm quite proud of it.

15:11
Speaker 2
Well, and that's probably segue because that's my next question. Hey Brad, tell us about your company. What's keeping you busy today? What's a day in the life of Brad? Yeah, where are you at in this journey?

15:22
Speaker 1
Yeah, so Parity is a H Vac optimization and grid interactivity company. We essentially identify all the areas in a building that are using energy from an H vac perspective and make them more efficient using a combination off the shelf hardware and then software to enable the hardware to communicate with the rest of the building. So essentially matching supply and demand in a building, what comes with that is the ability to interact that energy load with the grid. So the grid has new opportunities like demand response, peak demand curtailment. And when you're controlling a load of energy in a grid, you can actually understand when the grid is asking for certain things or when it's not asking for certain things. And you can remotely control assets in the building to be able to develop new revenue streams. And that's really what Parity is doing.

16:14
Speaker 1
What that looks like from a day to day, at least from my standpoint, is identifying places to grow, so identifying new GEOs to grow. What product refinements or what product developments do we have to do from a controls and an energy optimization standpoint? What team members we need to be joining, how we're scaling, how the organization is structured, how our financial model is working, and obviously how is it accretive to our investor expectations. But overall, you know, what are we trying to achieve and what is the plan over the next, you know, five, ten years? Yeah, that's what I'm doing today.

16:54
Speaker 2
I love that. So I'm building a Tech startup schema, an AI tool for architects, developers, owners. And you know, where we're earlier, we've just done a series B. Congratulations. We're kind of in that C almost next year, probably Series A, educate those, maybe Brad, that are having an idea to start a business. Maybe a business that would raise money. You know, you have different ways you can raise money. A series B to me tells that, hey, you're pretty far along, it's time to really continue to scale. Is, you know, is that why you, you brought on some more funding last year and what does that do for you?

17:26
Speaker 1
Yeah, I mean, to the question about people wanting to start a business, you know, the world really develops and evolves based on entrepreneurs. So people that are willing to sort of stand by the, you know, stand by the challenge of people saying, that's just how it works, that's the way it's done, this is the way

it's always been done, or this is the way that things need to be done. I always challenge those statements growing up. It's just like, well, why? Who said that? Who wrote the rule book? And entrepreneurs really do rewrite rule books constantly. You look at some of the greatest entrepreneurs in the world and they've revolutionized things from where people said that can't be done, or that's not the way it works. It's completely changed our way of thinking and how the world works.

18:11
Speaker 1
So for anybody that's starting a business, I'd always say, you know, go for it. It's never too late, it's never too early. You know, it's a great idea and it's a great thing to do if you want to raise money. That is a, that's something that I would always tell people. You really need to understand what kind of business you want to run and what kind of lifestyle you want to have. Because the moment that you take investment, you are responsible for someone else's expectations, not just your own. And both from a monetary standpoint, but also just from an overall, you know, work ethic. You know, how are you presenting yourself? How are you presenting and representing the company that you're working for?

18:54
Speaker 1
So it's a very different track of starting a lifestyle business, going on your own and building it out on your own, or maybe taking a family business that you inherited and continue to run that way from than starting something fresh, going out and raising money. Because there is strings that come with that. You, you don't have total control. You have other people that are influencing the direction of the business and you have other people that are trusting you to represent them as well.

19:20
Speaker 1
So yeah, one of that's probably like the main thing that I'd say when you think about it, one, think long term about the business that you want and the lifestyle that you want, who you're going to be over the next decade and to make sure you understand the expectations of your investors and be very clear about it when you get into business with them.

19:40
Speaker 2
Well said, sir. Well said. Okay, so clean energy. So I've been doing green buildings a long time, almost 20 years. And now I'm focused on technology in the built environment. But the umbrellas, I would argue bread of change.

There's sustainability, there's green buildings, maybe there's renewables. But clean energy, how do you define that? Just, just help us with that one. Clean energy.

20:02
Speaker 1
I mean, yeah, we are a energy optimization. So I'd say the, you know, the cleanest energy is the energy that you don't ever have to use. That, that's always been my stance on it is, yeah, energy efficiency, you know, just energy that you don't have to use or that's being wasted. That's the cleanest you're going to get. But I think, you know, clean energy, I've actually always struggled with this concept of net zero. Net zero doesn't necessarily take into account embodied carbon. And so even when I was in the solar industry, I always sort of thought about, you know, how the solar panel gets mined, how the silica gets mined, how the wiring gets mined, how the manufacturing of it works, how the manufacturing of the frames work, the inverters, then shipping of that, storage of it, installation of it.

20:56
Speaker 1
And I always sort of questioned, by the time the solar panel gets up and running and produces the green energy for the customer, is it truly green or is there a carbon debt that we're paying off for that? And it was one of the reasons I got into efficiency in the first place was I, I had heard this statistic a long time ago that, you know, if we outfitted 1% of the residential rooftops and in the US we could solve the energy crisis. I think I saw something like the other day if, you know, we had, you know, if there was like 10 square kilometers or 100 square kilometers of the Sahara desert was outfitted with solar panels, we would solve the energy crisis.

21:35
Speaker 1
And I'm like, it's crazy to hear, but it's also to me, I look at it and go, okay, well we're trying to ramp up this whole New industry of solar, right, which is at max, somewhere around 25% efficient, I think, even with today's panels. But sort of ramp up this new industry, which a lot of that stuff is coming from overseas. Very heavy carbon emitting power generation there. And so I always questioned when it comes over, are we actually producing green energy or are we just sort of robbing Peter to pay Paul here? Is that actually what's happening globally? So moving into the efficiency sector, I was basically just going, well, there's really no carbon output because we're just eliminating wasted energy. So it's net zero from day one. But overall, this is the easier thing to do, right?

22:25
Speaker 1
We're not ramping up a new industry. We're not relying on the sun to shine, we're not relying on the wind to blow. We're not relying on massive amounts of funding for something like a nuclear plant. We're simply just understanding how much you're using and how efficiently you're using it. So, yeah, the concept of green energy to me is a little bit cloudy. Obviously, I'm very supportive of it. It's going to be a huge part of the energy transition long term. But, yeah, that's sort of my stance on it today.

22:56
Speaker 2
All right, so for our listeners, I love that there's no cleaner energy than the energy you don't use. I've always also said there's no greener building than an existing building. So there's a good nuggets here. All right, let's talk about the future. I love to ask my podcast guests, because you've made a career in this industry, hey, what's next? What are you reading up on? Or what are you kind of getting excited about? What's next in this green building movement?

23:18
Speaker 1
Yeah, I mean, there's a ton, right? I mean, there's, you know, all the way from, like, more advanced building materials, which, you know, I was at the Green Build Expo in LA this year and, you know, it was really refreshing to see that, you know, a lot of these companies that are advancing these materials are still around and they're getting better. And, you know, one of the things I noticed is a lot more of like this engineered wood, which I love to see. I just love the aesthetic of it. I would, you know, I used to be in the building world. I was a carpenter, so I love to more of that, you know, less steel, less aluminum, less concrete, more wood construction is happening and it's obviously getting better. More reliable people buildings higher and higher with it. So I love Seeing that.

24:05
Speaker 1
But I think what, you know, I'm most interested in the sort of green transition of buildings and what the future has hold is a lot around how buildings are communicating autonomously with each other and with the grid and how things like storage are going to be incorporated into the grid to handle intermittent energy that's being put onto the grid.

24:28
Speaker 1

So if, you know, when you sort of look at the grid overall and you look at how power has been generated for years through a centralized distribution system where we generate power in a few different places, and then that gets pushed all around the grid and the same amount of energy needs to be going on as coming off in order to keep the grid in balance and keep blackheads from happening and everybody, you know, able to operate their appliances and homes and heating and cooling in the same way. But that is being destabilized very quickly through the push for electrification, the push for more EVs. Now what's really making it unstable is the massive amounts of energy that are going to be needed for data centers and the AI boom.

25:13
Speaker 1
And I think what that is showing in the green building world or the real estate world overall is buildings need to be smarter and they need to be able to communicate and have much more flexibility. And what that means is how much energy a building is using and how is it being made flexible. And those problems even today are becoming more and more complex. And the way that real estate has been operating historically is just simply not able to deal with those complexities. So what that leaves is a very big opportunity for technology to bridge a gap.

25:51
Speaker 1
And that's sort of where we're at the nexus of is I think, massive technology adoption through consumers on the grid, especially large real estate consumers, and the grid becoming a much more sustainable, flexible sort of organism that, you know, buildings are trading energy with each other, they're able to store during certain times, are able to put energy back onto the grid in a fashion that allows the grid to be balanced and us not to have to spin up, you know, higher price, heavier carbon gas plants everywhere to be able to address the power needs. So I think that grid interactivity piece and that technology of sort of peer to peer sharing and storage and yeah, I mean, that's everything that excites me today.

26:40
Speaker 2
And arguably years ago we might have called that smart grid, some people might have made their mind up on that. But it's. Call it what you want, right? Those things are the inevitables. And you know, for our listeners, I would totally agree, Brad, with Everything you just said, man. Okay, let's go to the rapid fire part of our conversation just to get to know you more, you know, hey, what would you say is your specialty or gift?

27:01
Speaker 1
That's the self proclaimed specialty?

27:04
Speaker 2
Yeah, you know, I love to ask bad and the highlight reel because I think sometimes we don't stop and smell the roses. We're go, go. Another way to ask this question is, hey, what would people around you say you're really good at?

27:15
Speaker 1
I'm pretty good at taking very complex problems and breaking them down for essentially anybody to understand. I think that's what I've shown to be quite good at is, you know, decomplicating something and really breaking it down into like what matters, what doesn't matter, what do we really need to be focusing on in order to move the needle forward? And I'd say that along with identifying great team members, great talent. You know, I've been involved in sports since I was young. I'm highly competitive and I love building teams and I love, you know, where, you know, some of my friends, at least on my baseball team would say, you know, you're definitely a lot of a coach because I just love understanding people's strengths, weaknesses and being able to put them into places where they can succeed and where I can see them succeeding.

28:04
Speaker 1
And I think that's a bit of a superpower. And yeah, I take a lot of pride in the fact that the people that we have at the company are, you know, some of the best, love seeing them succeed in their position. And I love being the person that's able to enable the growth of the business and enable the growth of the person by putting them into that, making a bet on them. So, yeah, all right.

28:26
Speaker 2
And you just ask more questions to peel back the problem, like, what's your process to really break something down? Will you give us a little pro tip? There's. Yeah.

28:35
Speaker 1
I mean, I'll use energy optimization as an example. When people hear that 40% of CO2 emissions in, you know, globally come from buildings, people

immediately think about a building and a smokestack coming out of the top of it. And that's not the way that emissions are produced from a building. It's the energy that's consumed by the building and where that comes from. And I think when people start to understand that and start to understand there's not a smokestack on your building, this is the energy grid. And what is the energy grid made up of? It's made up of, well, it used to be a lot of coal, nuclear, hydroelectric gas plants. People can start to understand that concept a bit easier. But when it comes to actual H VAC optimization, that can be a brand new concept for almost everybody we talk to.

29:31
Speaker 1
But when you explain it in a way that is relatable, like, you know, H Vac without controls and without variability and without prediction and, you know, delicate control, it's sort of like driving a car with a gas and a brake button, and that's going to be a bumpy ride. Anybody who's been in a car with maybe a not so smooth driver, someone who's heavy on the gas, heavy on the brake, it's a really uncomfortable ride. And obviously that's, you know, terribly fuel inefficient. And it's probably not good for the car itself to be constantly doing that. So most people can grasp that concept. And when we explain that and relate it to. That's how a building runs when it's engineered is it's very start, stop.

30:16
Speaker 1
If we gave it a transmission, a brake pedal, a gas pedal and a driver that was really good at driving, all of a sudden things become smoother, things become more fuel efficient. And that's really what parity does in the building. People start to go, okay, this actually starts to make more sense. So those are the types of things that, you know, I use or I find that are useful. It's just finding something that's very relatable to everyday people and then trying to match that concept with a much more complicated concept.

30:47
Speaker 2
Love that, man. Thank you. Do you have any good habits or routines that keep you on point?

30:54
Speaker 1
Yeah, lots of sleep, lots of exercise, try and eat well, I'd say, you know, those are things that, you know, in my 30s, I've. I've really embraced and incorporated into my life because I find, you know, both from a mental standpoint, you need

to be sharp. You need to be sharp for, you know, what's coming, the business, your team. But you also need to take care of your body. So, I mean, overall health, wellness, that's something that I incorporate pretty deeply, you know, and social interaction, making sure that you're surrounding yourself with the right people. You have the right people in your life that are influencing you. You're spending time with them, you know, you're doing activities. But community engagement, I find that's quite critical. And, you know, just overall, like, trying to look on the bright side.

31:41
Speaker 1
Yeah, I find that does a lot for me.

31:43
Speaker 2
Yeah, you got to keep a good attitude and be coachable, I would say. Right. You know, and some aren't, but thanks for sharing that. Now with the eating, well, sleeping and moving your body, have you always had that sound? Like you said, by your 30s, you kind of said, oh man, I need to pay more attention to that. I don't know.

32:05
Speaker 1
I, I, I, I'm no different from anybody else that was in their 20s. At one point, I, I think you still think you're invincible. Definitely used to. You know, I played a lot of sports. I did, you know, quite a few I think would be more extreme sports. So I spent a lot of time snowboarding, mountain biking. I, I drove dirt bikes. I took a lot more risks when I was younger because you bounce back. And I think, as you know, you get into your late 20s and early 30s, I think you start to realize you are breakable and things do not heal as quickly, you know, in habits. Habits are usually long term. So I think when I got into my 30s and realized, hey, I want to live a long, healthy lifestyle, mobility was key.

32:51
Speaker 1
And, you know, coming from doing a lot of sports, I definitely have some sports injuries that, you know, have hung around and continue to hang around. But yeah, it's definitely a bit of a turning point. I'd say, like, you know, in my early 30s, mid-30s, where I said, okay, like, I think this is going to become a big part of my life and I want to focus on being able to do all of these things outdoors that I love doing, like, you know, snowboarding, skiing, backpacking, mountain biking well into my later years, because it's what I really enjoy. So, yeah, it's definitely not always been there. But, you know, I think it's just more of what do

you want in your life? And, you know, you've only got so much time, so how do you spend that time investing in yourself?

33:36
Speaker 2
Understood. Okay, so I'm a fan of the bucket list. You know, some people have travel, adventure, maybe write a book. I don't know, what are a couple of things on your bucket list.

33:46
Speaker 1
Bucket list? Yeah, I mean, I, I do love traveling. Yeah, I think at one point I, I really wanted to do wingsuit base jumping. I thought that'd be like the wildest thing you could possibly do as a human. I think those, that ship has sailed. So I think I'll take that off my bucket list. But, you know, one of the things I'd really love to do is spend time. I think, you know, once I reach an age where I'm I feel comfortable and, you know, doing a lot more charity work. I'd love to do some stuff in developing countries around home construction. You know, I. I'd love to. To see some of the parts of the world that are a little bit further than I'd say my tolerance on a plane is willing to.

34:27
Speaker 1
To handle right now, like, you know, New Zealand, Australia, parts of China. You know, I definitely intend on having a family one day. I haven't. Haven't started that. So that's. That's something that I want to do. But, yeah, I mean, you know, sort of becomes less and less important from there. But. Yeah.

34:46
Speaker 2
Well, with Bucket List, thanks for sharing. I really appreciate that. I had a mentor in business. This was a long time ago. He said, charlie, what's on your bucket list? I said, don't you think I'm a little young for a bucket list, Tim? And then the next day, I said, oh, that was arrogant. So I. I sent him a text. I said, hey, here's the first 10 things on my bucket list. You're. There's got to be some fun that I look forward to. Maybe it's something I could do tomorrow, but I guess the money on it or something, man, this is going to take some time, but it's kind of important to me. And so I have a bucket list that I put into categories. You know, travel and adventure and sports stuff. And maybe I want to do some over here philanthropically.

35:21
Speaker 2

And so, I don't know, have fun with it. My role with Bucket List is it's not set in stone. You know, every year it can evolve a little bit. You know, there are a couple things you could say. You know what? I do want to. Here's an example. I showed my bucket list to that a friend who had done well, and I didn't know it, but it said it's a court signed at the Atlanta Hawks game. Well, I didn't know it that they had season tickets at the Atlanta Hawks courtside. He gifted that to me for my birthday. I'm like, damn, you don't have to do that. That's amazing. So. So some people also want to help you fulfill your bucket list. If you'll just share, I think this would be cool. I think this would be fun.

35:54
Speaker 2
And next thing you know, maybe some people would want to help you do that. So that's my stance on Bucket List. Just a couple more things as we wrap up. I love to ask my guests about books. If not a book, maybe a documentary or a podcast. Just doesn't have to be about buildings. Just anything you'd recommend here.

36:11
Speaker 1
I, you know, I've been a bit waylaid on my books this year and trying to remember something, you know, I.

36:17
Speaker 2
Try to do more audible. I love that my wife, man, she can blow through books hard back the hardcover Kindle or audio. But if not a book, maybe even that other podcast you're on, just, hey, where do you like to get some new information?

36:31
Speaker 1
Maybe? Yeah, I, I definitely spend a lot of time kind of going down rabbit holes on YouTube. I just find there's so much content and things that I think a lot of people just kind of forget there's a wealth of knowledge in the world and tapping into a, a network of, you know, things on YouTube or, yeah, podcasts. I think it's a variety of different things. I think we all consume news at different rates. But you know, I think back to the books like. Well, actually one of the books that did sort of instill a lot of me is Ray Dalio's Principles. I don't know if you've read that.

37:04

Speaker 2
I haven't. I've heard good things about it though.

37:06
Speaker 1
Yeah, that was a really like, I don't know, like life changing is the right word. But I mean, you know, he was one of the sort of OG investors and I think taking a lot of his principles of investing and even applying that to different areas in your life, that was really interesting. I think I still do that today. And I mean one of the other books, biggest by Benjamin Graham was the Intelligent Investor. That was a good one too. Yeah, I mean, you know, I, I do some personal investing too and you know, I definitely take some pages out of Warren Buffett's book is, you know, if I'm using it and I understand it, I do like to invest in it. You know, that along with stuff that I completely don't understand and don't use but am very excited about.

37:53
Speaker 1
But yeah, hopefully that's, that's a little bit helpful.

37:56
Speaker 2
Super helpful. We'll put links to those books and I think they teach a right perspective and just how to think about things. And so that's good. Thank you. The last two things, as you look back on your career, is there anything you wish you'd have learned earlier?

38:10
Speaker 1
Patience.

38:11
Speaker 2
Okay.

38:12
Speaker 1
Yeah. I mean patience is a big one. And I think that's really just coupled with like long term thinking is people will always, and I'm myself guilty of it is you will always drastically overestimate what you can do in a year, but even more so, you will even, you know, more drastically underestimate what five years of dedicating yourself to something can do. And I think that's really, like, I look at it like compound interest, right? There's like a, you know, like, you probably

would ask this once in your life or people have, it's like, well, do you want a million dollars or do you want me to take a penny and double it for 30 days? And most people would say without doing the math and figuring it out, it's like, no, I'll take the million dollars, obviously.

39:01
Speaker 1
But just understanding, like compound interest and, you know, the sort of rules of doubling. It's like a lot of the work that you do in the first year or two of your business, like, that stuff just pays exponential dividends in the third, fourth and fifth. And I, I have the ability to say that because I look back and I just rolled over my ninth anniversary a few days ago of starting parity. And I look back and, you know, I never thought 10 years out when I was starting this, to be honest. Like, you know, our, you know, you're. A lot of what you're doing is you're looking at how do I get this thing off the ground, how do I get the first bit of traction, right? How do I think about the next year? How do I think about the next six months?

39:44
Speaker 1
How am I, you know, thinking about the next round of funding the member we need? And you sort of lose sight, like, hey, we've been doing this for a decade. And I think, you know, like most overnight successes, they take, you know, 10 to 12 years. But yeah, just thinking long term and being patient and understanding like that compound interest will come. You just have to be ready for it when it does and understand that, you know, building towards it is that consistency is key. So continuing to identify what works, continue to build, identifying what is a distraction and staying focused on that. Yeah, that's something I wish I would have learned a bit earlier in my career.

40:22
Speaker 2
A lot of wisdom here. Last question as we wrap up. Brad, this has been fantastic. Let's say there's someone listening to this podcast and they're just now jumping into this movement, the green building movement, the energy efficiency movement, the clean energy movement. You know, any words of encouragement for them if they're just now jumping into an industry? It's been good to you, it's been good to me. And we'll wrap up.

40:42
Speaker 1
Yeah, make sure you're building something or you're identifying a real problem and you have a real tangible solution that solves it. That is something that I

think this industry has matured into understanding and that's actually only been over maybe the last three or four years is I think you've seen a lot of people that were offering like nice to haves or something that have maybe worked in the past at, you know like figuring something out, making something a bit easier. But now people in the green building sort of green technology connectability space are looking for things that work and truly drive value and outcomes. Not things that identify them, not things that monitor them, but real services, real technologies that deliver real tangible everyday solutions.

41:33
Speaker 1
And I think that's a differentiator because in the prop tech space, you know, real estate is not a software only sort of market. Right. Real estate are bricks and mortar buildings with pieces of machinery moving around, people moving around in them. And software doesn't always just cut it. You know, sometimes you need to integrate with physical things. You need to onboard people who don't have a technical background. You need to get people to adopt systems and change the way that they've been working for decades on end. So I'd say really the stakeholders really understand the problem and really understand the technology and how you are solving it and make that crystal clear.

42:16
Speaker 2
That's amazing. Oh man. All right, everybody listening. Hey, connect with Brad on LinkedIn. Make sure you check out the parity website. Brad, I'm going to give you one more bonus here. I love you as an entrepreneur here and your journey. What's your ideal customer and what's the ideal kind of hire? I understand you guys are growing and hiring people so a little plug for what you're trying to build.

42:35
Speaker 1
Yeah, I mean our ideal customer is, you know we focus on the multifamily hospitality sector. So that's real estate owners or family offices, condominiums, co ops that are in major urban centers, you know, that either have like a local policy that is telling them they need to be greener, like a local 997 or a BEPS or a Berto. And yeah, real estate owners that are truly looking for a solution that one will eliminate energy waste as energy rates go through the roof, but two will have the ability to actually generate new revenue streams. And that's something that we do that is quite unique in our industry is we're able to generate a new revenue stream by grid interactivity. That's our ideal customer. So people that own high rise buildings, New York, Boston, dc, Baltimore, sort of the DMV area, California, Seattle.

43:27
Speaker 1
And yeah, it's the second part of.

43:30
Speaker 2
That question, I think. You know, I see that, you know, you guys are hiring, so, you know, what kind of team members do you look for? And then we'll wrap up.

43:37
Speaker 1
Yeah, you know, team members. I really like hiring competitive people. I find that, you know, anybody who is, like, into sports, you know, into technologies, highly competitive, want a lot of freedom to be able to sort of make their mark on a company or a technology and feel like they can really expand in the role and add a lot to a team. That's who we're looking for from a sort of archetype, standpoint, personality standpoint. But, you know, right now we're. We're looking for some really key roles. Senior vice president of sales. So we're looking for a killer SVP of sales to join our team and a ahead of projects, ahead of installation. So someone that's got, like a. A really good, you know, project management background that can oversee a lot of the installations that we're doing right across the country.

44:25
Speaker 1
So, yeah, those are the couple of things that we're looking for right now.

44:27
Speaker 2
Well, we're rooting for you. Hey, thanks for making some time on the podcast today. Everybody listening again. Connect with Brad. Check out the good work Perry's doing. Brad, thanks for your time today.

44:36
Speaker 1
Thanks, Charlie. Great talking to you.

44:39
Speaker 2
Thank you for listening to this episode of the Green Building matters podcast@gbes.com, our mission is to advance the green building movement

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