



HOUSEID.TECH

HouseID Portfolio Playbook

Model scenarios for sales discussions on property
and operational asset management.

From the first measurement to portfolio-wide
decisions.



SALES BROCHURE / ENGLISH

Examples for every type of client discussion.

The brochure helps move quickly from client needs to a concrete pilot.

01

Common method

Data, normalisation and how to interpret differences.

03-04

02

Control and savings

Roles, suppliers, savings and energy prices.

05-08

03

Hotels

Rooms, KPIs, technology, operations and purchasing.

09-12

04

Restaurants

Guests, kitchens, checklists, write-offs and purchasing.

13-15

05

Logistics parks

Warehouses, tenants, docks, solar PV, peaks and SLAs.

16-18

06

Office buildings

Occupancy, HVAC, comfort, cleaning and services.

19-21

07

Apartment buildings

Utilities, common areas, issues and suppliers.

22-24

08

Other asset types

Retail, luxury residences, land and development.

25-27

09

Portfolio and purchasing

Analytics, benchmarking, tenders and lifecycle.

28-29

10

Pilot and next step

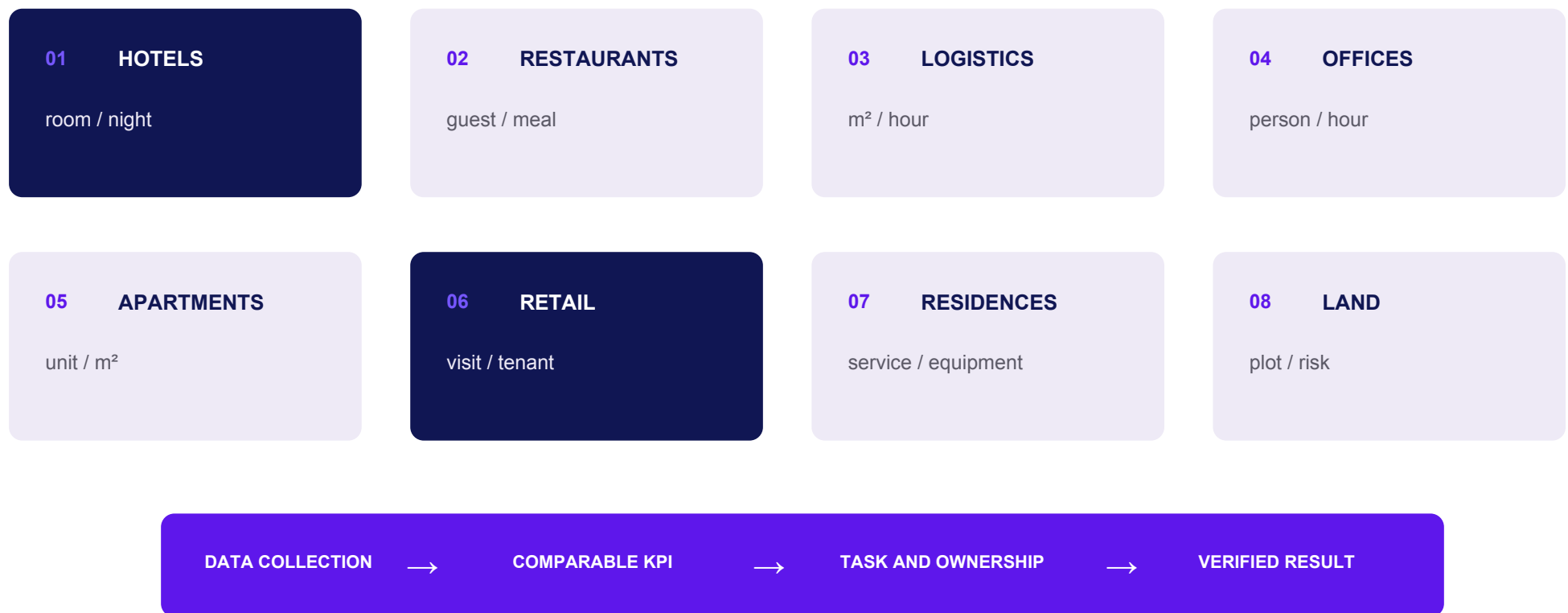
Implementation, sales process and contact.

30-31

8 ASSET TYPES • 1 DATA STANDARD • 1 PLACE FOR DECISIONS

One platform. Eight different operating economies.

HouseID unifies the asset identity; Beit brings the data into daily operations.



The examples are illustrative. They contain no internal client data and no guaranteed savings.

A difference starts the question. It is not the final verdict.

A comparison only makes sense after separating price, technology, utilisation and behaviour.

01 INVOICE What the asset paid and at what rate.

02 CONSUMPTION How much energy, water or service it actually used.

03 UTILISATION Occupancy, visits, operating hours or leased area.

04 CONDITIONS Weather, technology type, service scope and technical condition.

05 DECISION What to change, who will do it and how the result will be verified.

COMPARISON MODEL

HOTEL occupied room / night

RESTAURANTS guest + opening hour

LOGISTICS leased m² + operating hour

OFFICE occupant / hour

APARTMENT GOAL unit + m² + heating day
compare like with like and explain the remainder precisely

The normalisation model is always adapted to the asset type, available data and business question.

One place does not mean the same access for everyone.

The owner decides who may access which asset, for how long and with which permissions.

01 OWNER entire portfolio, finance, approvals

02 ASSET MANAGER assigned assets, KPIs, contracts and CAPEX

03 OPERATIONS MANAGER tasks, team, issues and daily operations

04 TECHNICIAN assigned equipment, service and documentation

05 SUPPLIER only the job, quote, report and invoice

06 AUDITOR time-limited read access and audit trail

ACCESS IS BUILT FROM FIVE LAYERS

01 SCOPE portfolio / country / asset / room

02 DATA energy / finance / contracts / technology

03 ACTION read / create / approve / export

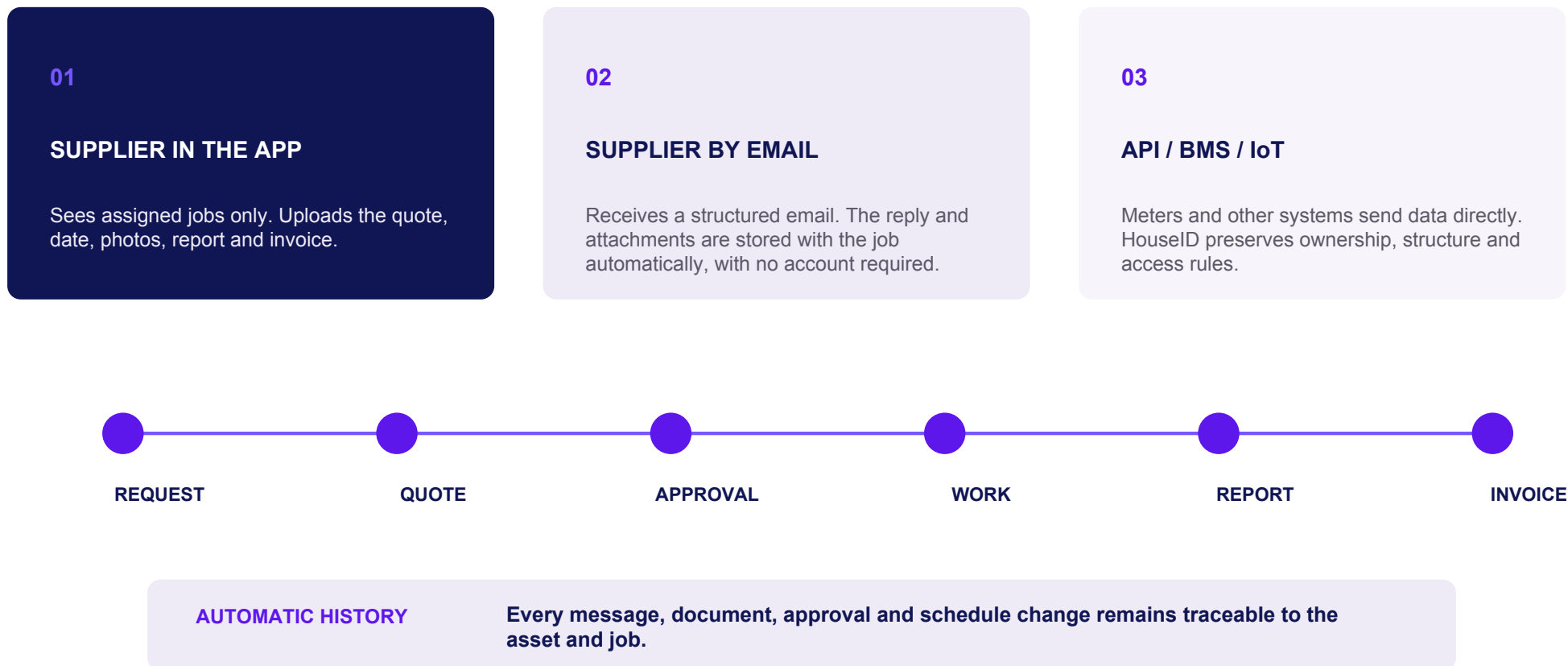
04 TIME permanent / for the job / one-off

05 AUDIT who opened, changed, approved and sent what

FULL OWNER CONTROL • MINIMUM REQUIRED ACCESS FOR EVERYONE ELSE

Every supplier can be part of the process. Not the entire database.

HouseID supports full app access, simple email and system integration.



A supplier never needs to see the portfolio or data outside the scope of the job.

Savings have a human, technological, time and financial layer.

One change can affect all four areas at once.

01 PEOPLE

minutes per task fewer repeat visits better shift utilisation

02 TECHNOLOGY

kWh per unit less downtime longer service life

03 TIME

approval speed repair time faster reporting

04 FINANCE

price per MWh service cost lower unplanned CAPEX

DATA



DEVIATION



TASK



CHANGE



VERIFIED IMPACT

Energy price is a data input. The purchasing strategy is a decision.

The public market reference is combined with the actual load profile, contract and risk tolerance.

ELECTRICITY

AUGUST 2026

116,50

EUR/MWh

Q4 2026

106,50

EUR/MWh

YEAR 2027

67,00

EUR/MWh

GAS

AUGUST 2026

58,75

EUR/MWh

Q4 2026

57,11

EUR/MWh

YEAR 2027

42,06

EUR/MWh

ILLUSTRATIVE PORTFOLIO

12 GWh

electricity / year

8 GWh

gas / year

+10 EUR/MWh

= +EUR 200,000
annual cost at the
same volume

MODEL OF THE CONTRACTED COMMODITY COMPONENT

ASSET A

129 EUR/MWh

ASSET B

118 EUR/MWh

ASSET C

137 EUR/MWh

ASSET D

109 EUR/MWh

DECISIONS FROM DATA

align periods and price components →
aggregate volume → compare fixed / indexed
→ tender

A hotel is a system of rooms, technology and daily decisions.

The pilot links a reference room, main meters, occupancy and operational work.

A**CITY HOTEL**

short stays and high room turnover

B**RESORT**

spa, pool, kitchen and seasonality

C**APARTHOTEL**

longer stays and a different load profile

ROOM

Electricity, water, heating / cooling, temperature and occupancy status.

BUILDING

Main meters, plant room, ventilation, pool and common areas.

OPERATIONS

Housekeeping, checklists, issues, service, shifts and materials.

ECONOMICS

Invoices, tariffs, suppliers, purchase prices and renewal plan.

UNIT: OCCUPIED ROOM / NIGHT • m² • HEATING DAY • SERVICE SCOPE

The pilot can run in several hotels in parallel and expand gradually to more rooms and technologies.

The client needs to know where cost originates and what actually drives it.

Metrics connect price, consumption, labour, technical condition and service quality.

KEY CLIENT METRICS

EUR / ROOM / NIGHT	separates utility price, consumption and service scope
kWh + I / GUEST	reveals technology, operating mode and potential losses
W / EMPTY ROOM	reveals standby load and failed setback
MIN / ROOM CLEAN	compares shifts, routes, repeat visits and quality
HOURS TO REPAIR	measures SLA, downtime and recurring faults
SERVICE EUR / ROOM	connects contracts, materials and renewal planning

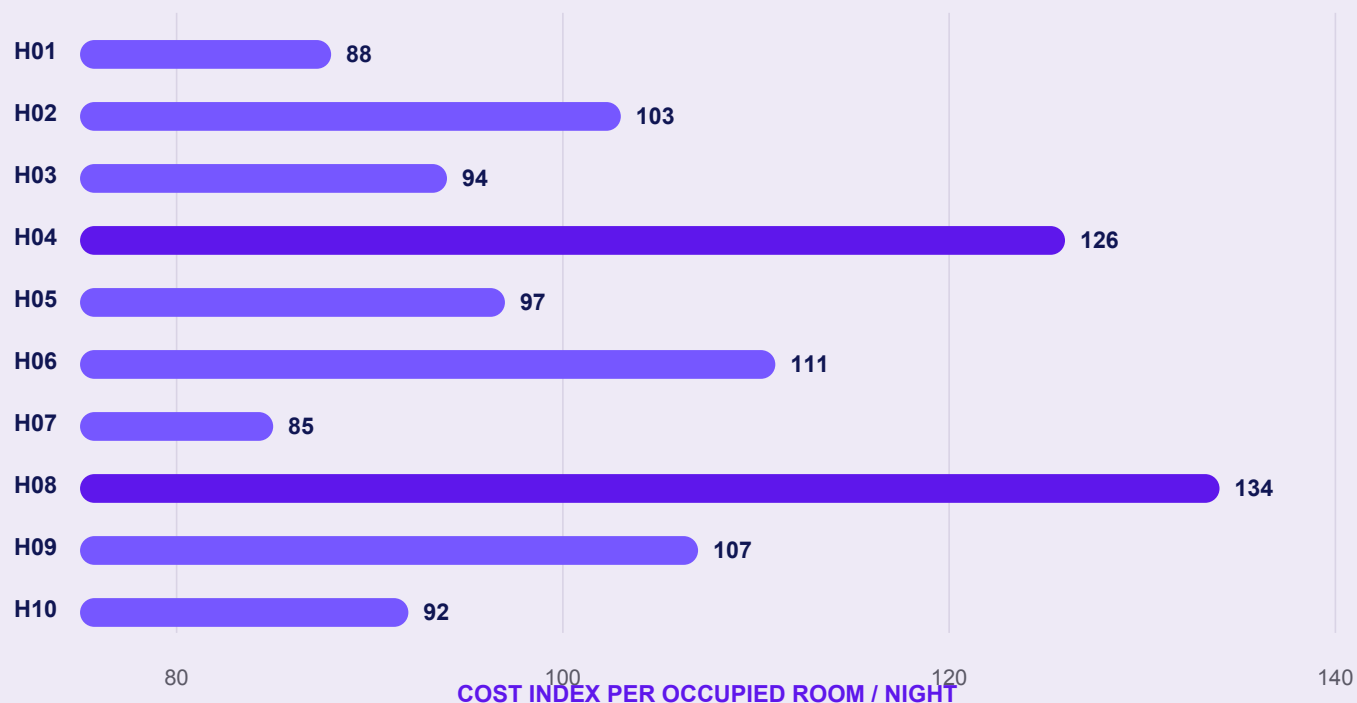
TECHNOLOGY AND DATA-DRIVEN CONCLUSIONS

VRF / FAN COIL / CENTRAL HVAC	Compare kWh per heating day, comfort and runtime. Decide on controls or renewal.
GAS / HEAT PUMP / SOLAR	Assess hot-water cost, return temperatures, peaks and actual efficiency.
KEY CARD / SENSOR / MANUAL	Measure base consumption without a guest and verify automatic room setback.
IN-HOUSE / OUTSOURCED LAUNDRY	Separate utilities, logistics, staff time and cost per kilogram of laundry.

PEOPLE: MINUTES • TECHNOLOGY: kWh • TIME: SLA • FINANCE: EUR / ROOM

Cost per room can differ by tens of percent.

The synthetic index combines utilities and basic operating cost per occupied room / night.



+58 %

illustrative difference between
maximum and minimum

WHAT MAY CAUSE THE DIFFERENCE

- 01 heating and cooling technology
- 02 energy price and contracted capacity
- 03 occupancy, season and length of stay
- 04 temperature settings and operating mode
- 05 leaks, faults and standby consumption
- 06 pool, spa, laundry and kitchen

NORMALISATION: ROOM / NIGHT • OCCUPANCY • WEATHER • CATEGORY • SERVICES

The chart uses a synthetic index. A value of 100 represents the illustrative group average.

Savings are created in daily operations.

Measurement reveals the signal. The workflow delivers and verifies the change.

- | | | |
|----|---------------------|--|
| 01 | ENERGY | Tariff, demand peaks, controls and consolidated portfolio demand. |
| 02 | HOUSEKEEPING | Room plan, digital checklist, quality control and fewer repeat visits. |
| 03 | ISSUES | Room report, priority, technician, material and equipment history. |
| 04 | PREVENTION | Inspections, filters, valves, air conditioning, pool and lifecycle plan. |
| 05 | PEOPLE | Shifts based on occupancy, departures, arrivals and actual task volume. |
| 06 | PURCHASING | One catalogue, approvals, prices, inventory and supplier consolidation. |

SIGNAL → TASK → PERSON → DOCUMENTATION → VERIFIED SAVING

A restaurant connects energy, people, technology and ingredients.

The pilot tracks consumption alongside guest count, opening hours and operating tasks.

A ALL DAY

long opening hours, refrigeration and washing

B KITCHEN-LED OPERATION

high equipment load and preparation

C SMALLER CONCEPT

different guest pattern and base load

METERING

Main meters, kitchen circuits, refrigeration, ventilation and water heating.

GUEST

Guest count, meals served, opening hours and operation type.

OPERATIONS

Checklists, cleaning, temperature records, issues and shift handover.

PURCHASING

Prices, inventory, write-offs, repeat orders and suppliers.

UNIT: GUEST • MEAL SERVED • OPENING HOUR • m² OF KITCHEN

A digital checklist supports traceability; it does not replace legal, hygiene or safety obligations.

A restaurant must know its cost per guest, not just the monthly invoice.

KPIs connect kitchen technology, team productivity, waste and purchase prices.

KEY CLIENT METRICS

kWh / GUEST compares concept, kitchen and guest flow

LITRES / GUEST reveals washing, cleaning, leaks and kitchen mode

kWh / OPENING HOUR shows base and night load

MEALS / LABOUR HOUR connects shift, preparation and actual output

kg WASTE / 100 MEALS measures write-offs, portions and ordering quality

PURCHASE BASKET INDEX compares identical items, suppliers and periods

TECHNOLOGY AND DATA-DRIVEN CONCLUSIONS

GAS / INDUCTION / HYBRID

Compare energy per meal, peak power, ventilation and utilisation by section.

CENTRAL / PLUG-IN REFRIGERATION

Separate standby, temperature stability, service work and refrigerant losses.

DISHWASHER WITH / WITHOUT HEAT RECOVERY

Assess water, heat, cycle count, staff waiting time and result quality.

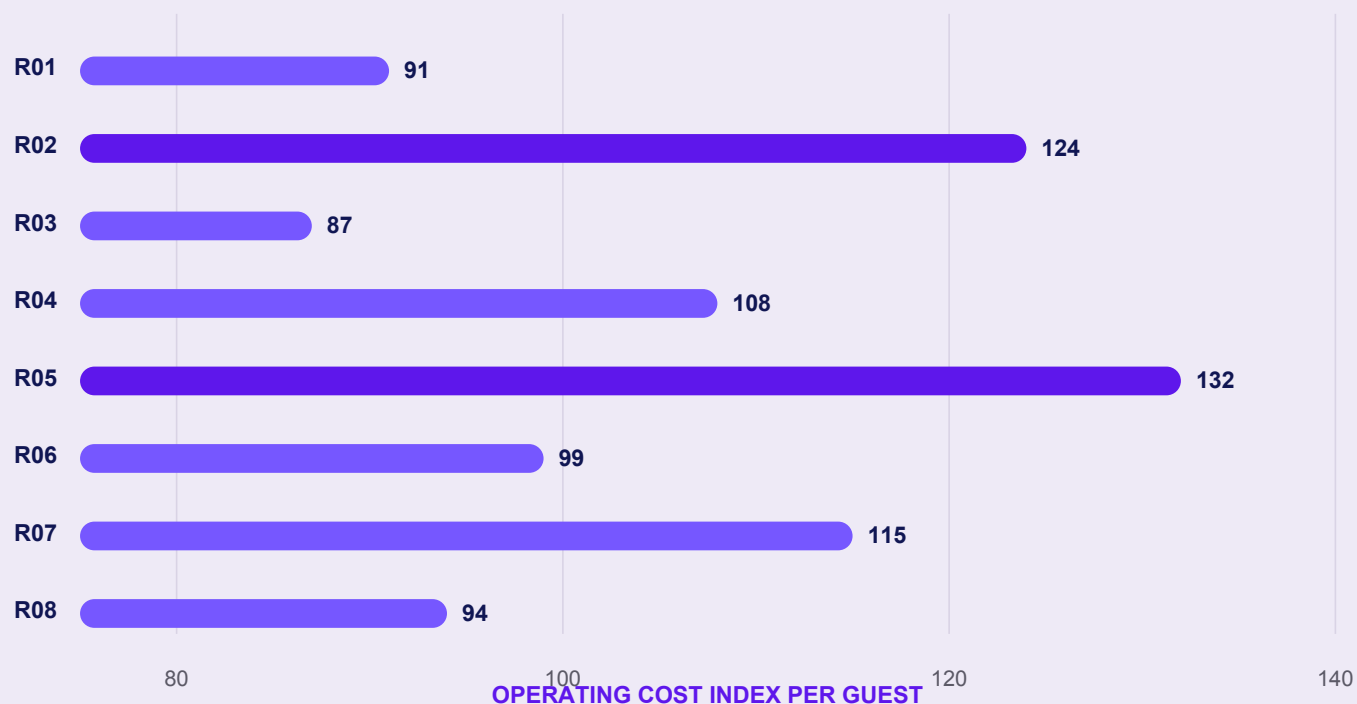
DEMAND-CONTROLLED / FIXED VENTILATION

Link ventilation output to kitchen operation, comfort and opening hours.

PEOPLE: MEALS / HOUR • TECHNOLOGY: kWh / GUEST • TIME: DOWNTIME • FINANCE: PURCHASE BASKET

The same revenue does not mean the same operating efficiency.

The illustrative index shows utility, technology and operating cost per guest.



+52 %

illustrative difference between
maximum and minimum

WHAT MAY CAUSE THE DIFFERENCE

- 01 capacity and age of kitchen equipment
- 02 refrigeration standby and night mode
- 03 washing, water heating and cycle count
- 04 opening hours and guest flow
- 05 write-offs, waste and portion size
- 06 purchase prices and local suppliers

NORMALISATION: GUEST • MEAL • HOUR • CONCEPT • SEASON

The chart uses a synthetic index. A value of 100 represents the illustrative group average.

A warehouse is an energy operation, a tenancy and a technical infrastructure.

The pilot separates building, tenant and technology consumption from actual space utilisation.

A**STANDARD WAREHOUSE**

lighting, heating and standard storage

B**CROSS-DOCK**

intensive dock use, traffic and rapid throughput

C**TEMPERATURE CONTROLLED**

refrigeration, airtightness and continuous operation

ENERGY

Main supply, solar PV, batteries, charging, peaks and power quality.

ZONES

Lighting, heating, cooling, docks, offices and external areas.

BOOKING AND OPERATIONS

Book docks, time slots, parking, charging and shared spaces directly in the app.

TENANTS

Sub-metering, contracts, SLAs, recharging and common costs.

UNIT: LEASED m² • OPERATING HOUR • GOODS THROUGHPUT • WEATHER

In a mixed park, owner consumption, tenant consumption and shared infrastructure are separated.

In logistics, base load, peaks and actual space utilisation drive performance.

KPIs separate owner infrastructure, tenants and energy-intensive technology.

KEY CLIENT METRICS

kWh / LEASED m²	base benchmark for the building and tenant mix
MAX kW / m²	shows peaks, capacity and contracted demand cost
% SOLAR SELF-CONSUMPTION	measures on-site generation use and exports
kW OUT OF HOURS	reveals night base load, empty zones and scheduling errors
MIN DOCK OPEN	links heat loss and goods throughput
ISSUES / 1,000 HOURS	compares reliability and actual SLA performance
% BOOKING UTILISATION	docks, time slots, parking, charging and no-shows

TECHNOLOGY AND DATA-DRIVEN CONCLUSIONS

LED + SENSORS / FIXED MODE Compare lux-hours, zone occupancy, consumption and manual interventions.

GAS / HEAT PUMP Normalise by weather and operating temperature; assess peaks and efficiency.

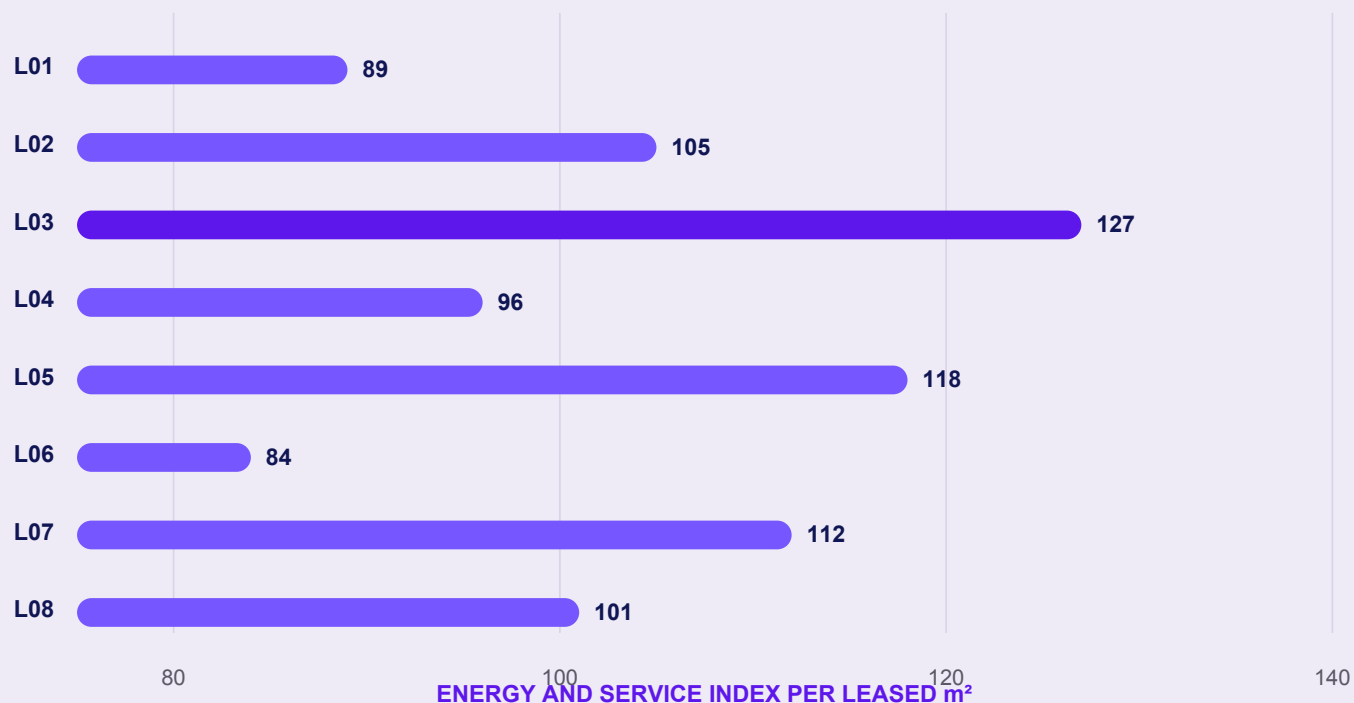
SOLAR PV / PV + BATTERY Link generation, consumption, charging and time-based prices; size the right capacity.

DOCK SEAL / AIR CURTAIN Assess open time, temperature drop, service and operating discipline.

PEOPLE: BOOKING + ACTIONS • TECHNOLOGY: kWh / m² • TIME: DOCKS + SLA • FINANCE: PEAK + PV

The difference often originates outside the storage area itself.

The illustrative index compares consumption and technical operations per leased m².



+51 %

illustrative difference between
maximum and minimum

WHAT MAY CAUSE THE DIFFERENCE

- 01 vacancy and heating of empty zones
- 02 lighting and incorrect schedules
- 03 leaky docks and frequent door opening
- 04 warehouse cooling or temperature maintenance
- 05 solar PV utilisation and load shifting
- 06 vehicle charging and demand peaks

NORMALISATION: m² • HOUR • TEMPERATURE • OCCUPANCY • OPERATION TYPE

The chart uses a synthetic index. A value of 100 represents the illustrative group average.

An office building pays for comfort and for unused time.

The pilot links occupancy, indoor environment, technology and service scope.

A**HEADQUARTERS**

stable users and corporate schedule

B**MULTI-TENANT**

different contracts, hours and standards

C**FLEXIBLE OPERATION**

variable occupancy and shared workplaces

**BOOKING AND
OCCUPANCY**

Book workplaces, meeting rooms, parking, visitors and charging directly in the app.

COMFORT

Temperature, CO2, humidity, complaints and indoor environmental quality.

TECHNOLOGY

HVAC, lighting, lifts, IT base load and BMS schedules.

SERVICES

Cleaning, security, reception, issues, service and tenant recharging.

UNIT: OCCUPANT / HOUR • m² • HEATING DAY • OPERATING MODE

Occupancy is aggregated for building control; the design must respect privacy and access rights.

An office must compare comfort with actual building utilisation.

The key is to know the cost of an occupied zone and the cost of unused time.

KEY CLIENT METRICS

kWh / m²	compares building, weather and technical standard
kWh / PERSON-HOUR	links energy to actual occupancy
% WORKPLACE UTILISATION	shows capacity in floors, services and leased space
HOURS OUTSIDE COMFORT	measures temperature, CO2 and user experience
% HVAC OUTSIDE OCCUPANCY	reveals incorrect schedules and weekend operation
CLEANING EUR / ZONE	shifts the service from area-based to actual need
% BOOKING UTILISATION	workplaces, rooms, parking, charging and no-shows

TECHNOLOGY AND DATA-DRIVEN CONCLUSIONS

CAV / VAV VENTILATION

Link airflow to occupancy, environmental quality, fan power and complaints.

CHILLER / HEAT PUMP

Compare part-load efficiency, temperatures and simultaneous heating and cooling.

OCCUPANCY SENSORS / BOOKINGS

Compare bookings with actual use; control HVAC, lighting, cleaning, parking and charging.

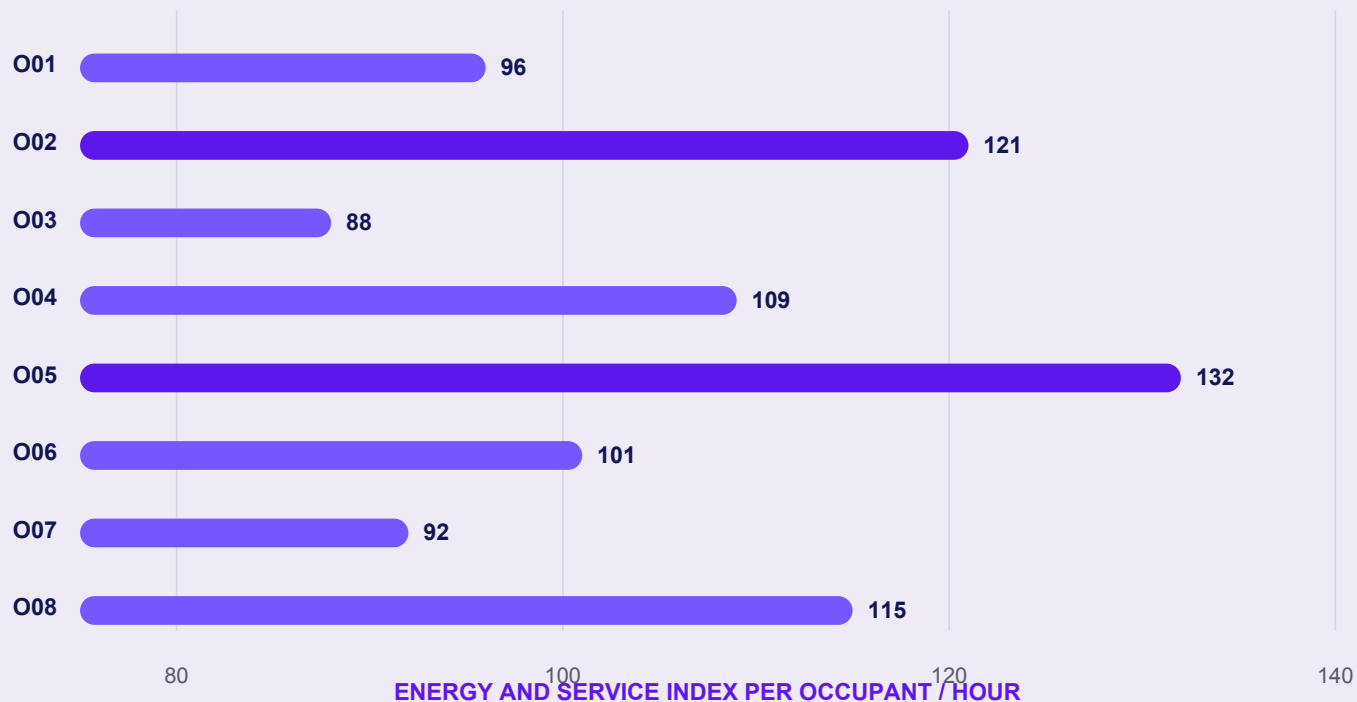
LED + DALI / FIXED SWITCHING

Compare operating hours, intensity, daylight and manual user interventions.

PEOPLE: BOOKING + OCCUPANCY • TECHNOLOGY: COMFORT / kWh • TIME: HVAC OUT OF HOURS • FINANCE: EUR / ZONE

The most expensive office may be the least used one.

The illustrative index converts energy and services into cost per occupant / hour.



+50 %

illustrative difference between
maximum and minimum

WHAT MAY CAUSE THE DIFFERENCE

- 01 BMS runs outside actual working hours
- 02 low occupancy with full building service
- 03 ventilation and indoor air quality requirements
- 04 façade, shading and heat gains
- 05 IT, server rooms and tenant technology
- 06 weekend operation, cleaning and security

NORMALISATION: PERSON / HOUR • m² • WEATHER • STANDARD • TENANTS

The chart uses a synthetic index. A value of 100 represents the illustrative group average.

A residential building needs control over utilities, services, tenants and communication.

The pilot links common areas, consumption, issues, contract costs and tenant changes.

A**RENTAL BUILDING**

central management, transfers and unit history

B**APARTMENT BUILDING**

short stays and operational service

C**RESIDENTIAL COMPLEX**

multiple buildings, garages and common areas

UTILITIES

Main and sub-metering of water, heat, electricity and common areas.

OPERATIONS

Cleaning, lifts, garages, lighting, waste, gardens and access.

TENANTS

Online final reading, instant account transfer, handover report and new access rights.

CONTRACTS

Suppliers, inspections, insurance, service prices and long-term plan.

UNIT: APARTMENT • m² • HEATING DAY • OCCUPANCY • SERVICE SCOPE

Tenant change: online final reading → instant account transfer → digital handover → activate new access.

The owner needs service cost per apartment and the cause of recurring problems.

KPIs connect consumption, common areas, tenant changes, repairs and supplier performance.

KEY CLIENT METRICS

HEAT kWh / m² / DAY	normalises by weather and heated area
HOT-WATER LITRES / UNIT	shows circulation, losses and usage profile
COMMON-AREA kWh / UNIT	compares lifts, garages and lighting
m³ UNEXPLAINED WATER	reveals leaks and the gap between main and sub-meters
ISSUES / 100 UNITS	measures recurrence, response and repair quality
SERVICE EUR / UNIT	compares contracts, frequency and delivery scope
MIN / TENANT CHANGE	measures reading, transfer, handover and access activation

TECHNOLOGY AND DATA-DRIVEN CONCLUSIONS

GAS / HEAT PUMP / DISTRICT HEAT

Compare delivered heat cost, losses, peaks, service and energy-price exposure.

BALANCED / UNBALANCED

Link temperatures, flows and complaints; reveal over- and under-heated branches.

REMOTE / MANUAL READINGS

Assess management time, errors, leaks and response speed to deviations.

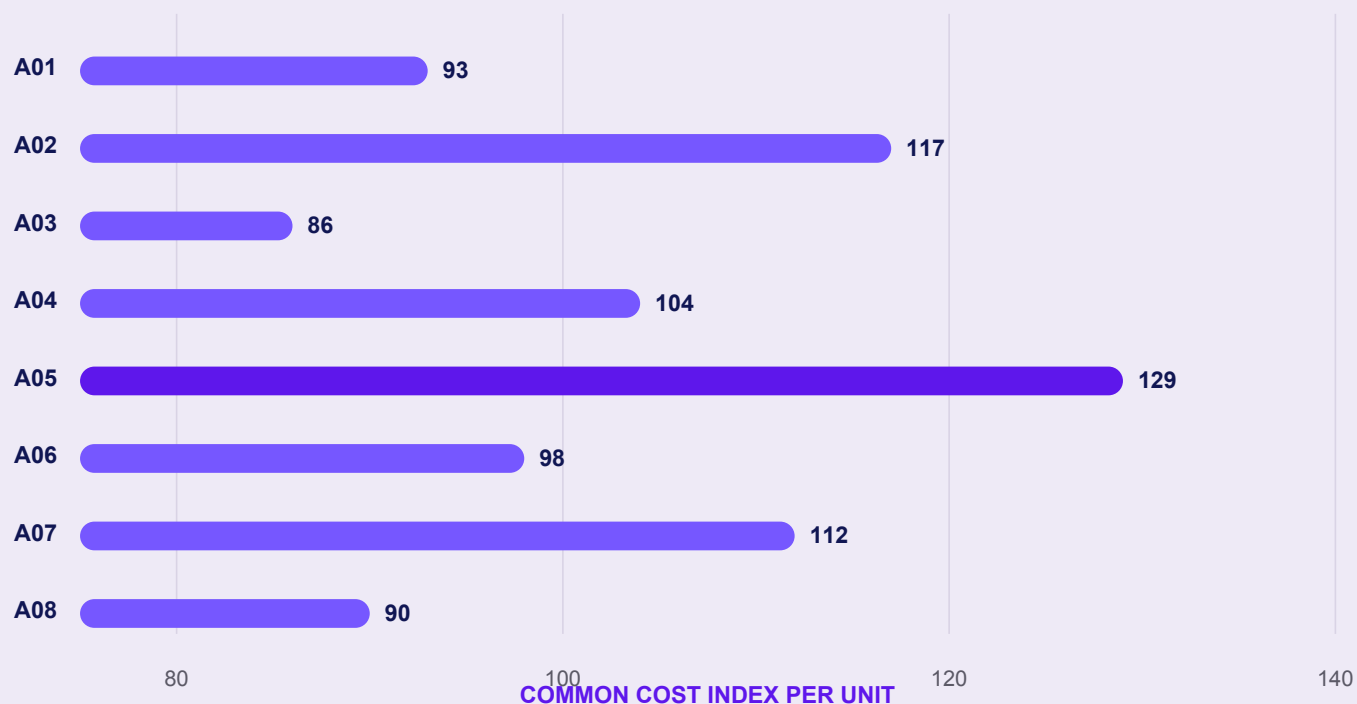
SOLAR PV FOR COMMON AREAS

Compare generation with lifts, garages and pumps; determine self-consumption and exports.

PEOPLE: TENANTS • TECHNOLOGY: HEAT SOURCE • TIME: TRANSFER + RESPONSE • FINANCE: EUR / UNIT

The same number of apartments does not mean the same management cost.

The illustrative index combines common-area utilities, services, repairs and operating mode.



+50 %

illustrative difference between
maximum and minimum

WHAT MAY CAUSE THE DIFFERENCE

- 01 building envelope and heat source
- 02 hot-water circulation and pressure conditions
- 03 lifts, garages and external lighting
- 04 empty units and short-stay operation
- 05 service contracts and intervention frequency
- 06 leaks, controls and aggregate behaviour

NORMALISATION: UNIT • m² • WEATHER • OCCUPANCY • COMMON SERVICES

The chart uses a synthetic index. A value of 100 represents the illustrative group average.

Retail combines footfall, tenants and common service costs.

HouseID separates owner operations, tenant consumption and service quality.

WHAT TO MONITOR

- | | | |
|----|------------------|-------------------------------|
| 01 | FOOTFALL | visitor flow, hours, events |
| 02 | UTILITIES | tenants, common areas |
| 03 | PARKING | occupancy, charging, lighting |
| 04 | SERVICES | cleaning, security, waste |

WHAT TO DECIDE

- | | | |
|----|----------------------|----------------------------|
| 01 | RECHARGING | accuracy and traceability |
| 02 | OPENING HOURS | services based on footfall |
| 03 | TENANTS | fit-out, issues and SLAs |
| 04 | PURCHASING | joint tenders and quality |

UNIT: VISIT • LEASED m² • OPERATING HOUR • TENANT TYPE

A luxury property needs discreet control, not more administration.

The owner sees condition and budget; the local team receives precise tasks and ownership.

DIGITAL ASSET PASSPORT

- | | | |
|----|------------|---------------------------------|
| 01 | INVENTORY | equipment, warranties, history |
| 02 | TECHNOLOGY | pool, HVAC, solar PV, water |
| 03 | DOCUMENTS | contracts, inspections, manuals |
| 04 | ACCESS | roles, guests, suppliers |

ONLINE FACILITY MANAGER

- | | | |
|----|-------------|--------------------------------|
| 01 | PREPARATION | arrival, checklist and quality |
| 02 | SERVICE | garden, pool, technicians |
| 03 | PURCHASING | equipment and price approval |
| 04 | REPORT | photos, condition and budget |

RESULT: ASSETS, SERVICES AND DECISIONS IN ONE TRUSTED HISTORY

For land, the most expensive information is information that arrives late.

Land Control, the data passport and BIM create a continuous path from due diligence to construction.

LAND CONTROL

- | | | |
|----|----------------|--------------------------------------|
| 01 | PLAN | use, constraints and protection |
| 02 | INFRASTRUCTURE | networks, access and capacity |
| 03 | RISKS | water, fire and easements |
| 04 | POTENTIAL | scenarios and due-diligence priority |

DEVELOPMENT AND BIM

- | | | |
|----|------------|---------------------------------------|
| 01 | BASE DATA | scan, model and documentation |
| 02 | BUDGET | bill of quantities, CAPEX and options |
| 03 | TENDER | standardised delivery specification |
| 04 | OPERATIONS | handover of data to operations |

ONE DATA HISTORY: PLOT → PROJECT → DELIVERY → OPERATING ASSET

Every asset has its own metric. The portfolio has one common language.

A hotel cannot be compared directly with a warehouse. Management quality, risk and savings potential can.

ASSET TYPE	DATA	OPERATIONS	COST	RISK	CAPEX
HOTEL	PRIORITY	MONITOR	PRIORITY	STABLE	MONITOR
RESTAURANTS	MONITOR	PRIORITY	PRIORITY	MONITOR	STABLE
LOGISTICS	PRIORITY	MONITOR	MONITOR	MONITOR	PRIORITY
OFFICE	MONITOR	MONITOR	PRIORITY	STABLE	MONITOR
APARTMENTS	MONITOR	PRIORITY	MONITOR	MONITOR	MONITOR
RETAIL	MONITOR	MONITOR	PRIORITY	MONITOR	PRIORITY
RESIDENCES	PRIORITY	MONITOR	MONITOR	STABLE	PRIORITY
LAND	STABLE	STABLE	STABLE	PRIORITY	PRIORITY

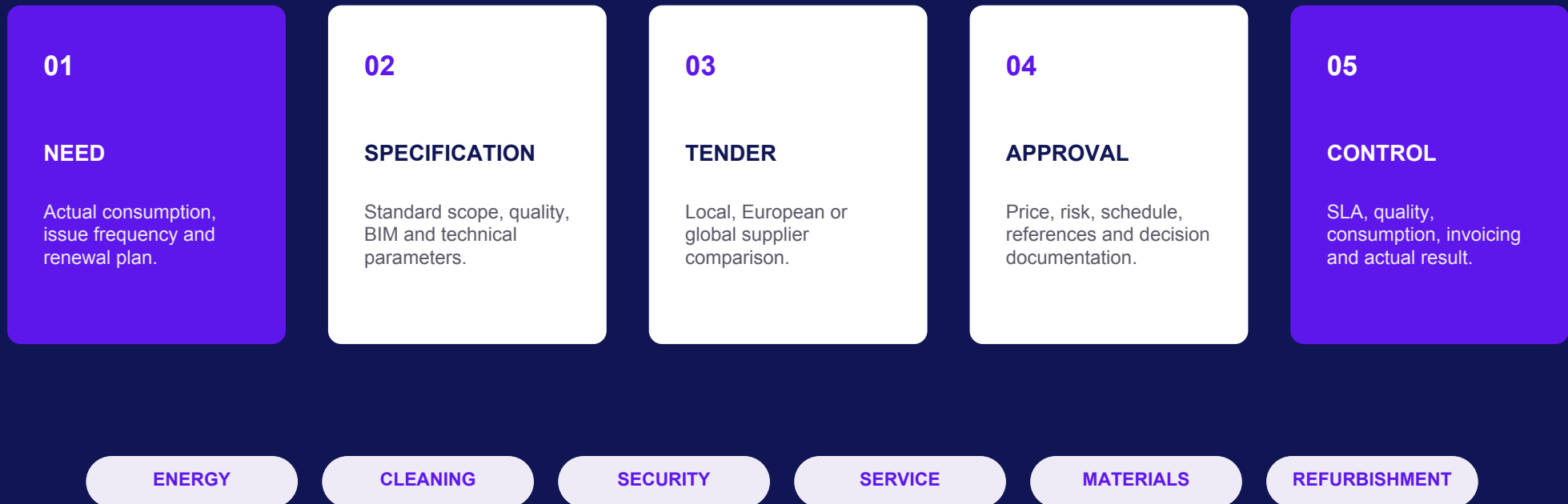
OWNER OUTPUT

Where to act today, what to tender jointly and where to direct investment in the coming years.

The matrix is illustrative. Actual scores derive from data, owner priorities and technical asset condition.

Data turns purchasing from estimation into a managed decision.

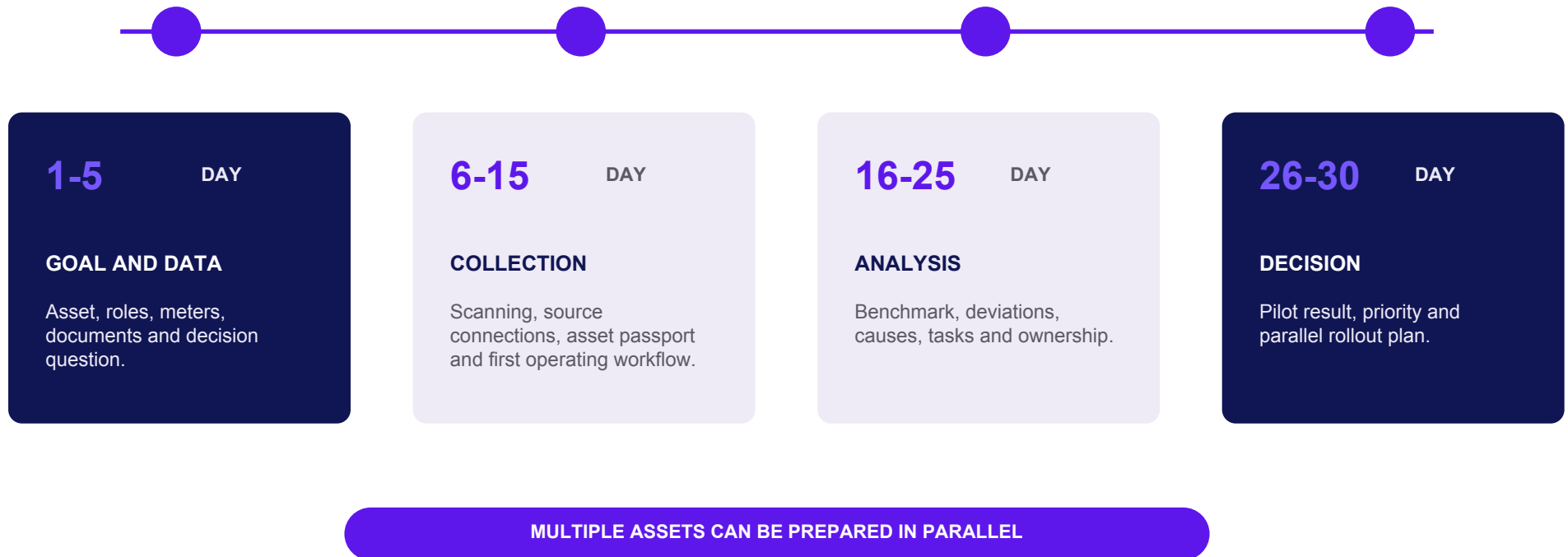
One standard enables volume aggregation, bid comparison and contract-performance control.



HouseID retains the request, bids, decision, contract and subsequent evaluation in the asset history.

Start with a concrete case. Prove value. Then scale.

A pilot must answer a business question, not merely install software.



Thirty days is the target model from available input. Actual timing depends on technology, access and source quality.



Every asset is different. Control can be consistent.

A sales conversation begins with what the client needs to protect,
compare and decide.

DESIGN THE FIRST USE CASE

houseid.tech • info@houseid.cz • +420 727 915 489