

CASE STUDY: Sound Masking at a Commercial Real Estate and Property Management Firm



Hobbs Brook Management LLC

Challenge

Reducing Distractions and Protecting Speech Privacy at a Commercial Real Estate and Property Management Firm

Hobbs Brook Management LLC is a commercial real estate, property management, and development firm specializing in leasing, construction, and development of Class A office space in the greater Boston area as well as other properties in Rhode Island, Georgia, and Illinois. About 35 employees work in their Waltham Massachusetts headquarters working on leasing and construction projects, requiring a mix of individual and collaborative work and numerous huddle room meetings.

As the office continued to grow, noise distractions in the 15,000 square foot office space began to pose a problem. The walls to the private offices don't go all of the way to the ceiling deck causing some conversations from neighboring offices, conference rooms, common areas, and meeting rooms to spill over into neighboring private offices. The noise made it difficult for those focused on individual tasks to concentrate.

Assistant Real Estate Manager Santo Dettore began to look for a solution to the problem. Having a construction background, he was familiar with sound masking systems but was unsure if the solution was right for his office. Sound masking is the process of adding an unobtrusive background noise to an environment to cover up excess speech. Coincidentally, Cambridge Sound Management, the leading sound masking manufacturer, is a Hobbs Brook tenant and had recently installed sound masking at another office on the premises. After learning that this client was happy with the system, Dettore called Cambridge Sound Management, who connected him with local integrator Eric Morgani from Communications Link Services Corp (CLSC), who handled procurement and installation for the Hobbs Brook office.

“ Since QtPro has been installed we've noticed the reduction in typical office noise distractions and our meetings are less disruptive to people who are trying to concentrate on individual work. We love the product and wonder how we ever worked without it. ”

Santo A. Dettore III
Assistant Real Estate Manager
Development and Construction
Hobbs Brook Management

Solution

Qt® 300 Sound Masking System

CLSC installed QtPro™ sound masking from Cambridge Sound Management throughout Hobbs Brook's office space. Small, barely visible emitters (speakers) were placed in the drop ceiling throughout the open office and private office space. The emitters were connected by cables to an intuitive Qt 300 control module mounted in the server room. Automatic ramping was programmed into the system, allowing for the masking noise to be slightly louder at times when the office is at its busiest.

Result

A More Pleasant Work Environment

When employees returned to the office after the sound masking was installed they were pleasantly surprised to hear the masking noise and a noticeable decrease in distractions. After a few days, the masking sound itself wasn't noticed by the employees, but the benefits of reduced distractions continue to pay dividends for employee concentration, productivity, and well-being. Dettore liked the product so much he's recommended it to Hobbs Brook's parent company as well.

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About Hobbs Brook Management LLC

Because the most valuable thing they develop is a relationship, Hobbs Brook Management focuses its efforts on satisfying the individual needs of customers that lease within their parks. A service-oriented provider of Class A business solutions to companies large and small, Hobbs Brook builds sustainably, maintains an on-site facilities management staff, and develops or renovates projects for energy efficiency, LEED certification, and the preservation of the local environment. With portfolios in Massachusetts, Rhode Island, Georgia and Illinois, Hobbs Brook offers competitive amenities, on-site catering and dining facilities, fitness centers, and a full-service conference center available to tenants and the public. Hobbs Brook enjoys a steady occupancy rate in the 90th percentile, and holds firm to the belief that tenants should feel secure, well-balanced and prevalent at work. For leasing options or additional information, please visit www.hobbsbrook.com.

About Cambridge Sound Management

Cambridge Sound Management, Inc. manufactures QtPro sound masking systems to help organizations across multiple industries protect speech privacy, reduce noise distractions, and fuel workplace productivity. Powered by direct-field Quiet Technology, QtPro works by emitting a uniform, barely perceptible background sound at the frequencies of human speech. Cost effective and easy to install, QtPro is deployed in hundreds of millions of square feet of space throughout the world including commercial organizations, healthcare facilities, financial services, government agencies, and educational institutions.

About Communications Link Service Corp.

Since 1985, Communications Link Service Corp. has delivered award-winning information and communications technology solutions for commercial, industrial, government and educational enterprises. The company's comprehensive approach, experienced team and commitment to innovation and service makes it the communications integration company of choice for organizations throughout the Northeast. For more information about how CLSC's advanced information and communications technology can drive your business forward, call them at 1-800-700-8483 or visit their website: www.commlinkservices.com.



Case Study Overview

SPACE

Approximately 15,000 square feet of open office and private space across one floor of a busy office environment

CHALLENGE

Short walls and a collaborative working environment led to increased overheard cross talk and noise distractions

SOLUTION

Qt® 300 Sound Masking System



RESULT

An office environment where it's easier to concentrate while keeping conversations held in private offices and meeting rooms from being overheard