

# Case Study – Sales Offices



## High-Profile Home Builder Chooses Bush Business Furniture For Sales Offices

Time is a valuable commodity in the fast-paced world of real estate development.

The demand for quality products and installation services that are both fast and reliable has created a natural partnership between Bush Business Furniture and Starlight Homes, the entry level brand offered by award-winning private home builder Ashton Woods.

Recognized as Builder of the Year by Builder and Developer Magazine in 2017, Ashton Woods builds communities across the United States and moves quickly from project to project. The company has high standards for all of its properties and trusts Bush Business Furniture to furnish sales offices for staff working in Starlight Homes markets.

“These are generally on-site sales areas housing from three to five sales counselors who work with potential homebuyers,” said Ryan Dease, Ashton Woods Procurement Manager. “There is usually a ‘bullpen’ area for the sales counselors, but also multiple conference areas for private meetings.”

For the main office space where clients are introduced to agents and receive their first impression of the business, Starlight Homes uses Series C 72W Credenza Desks with coordinating 3 Drawer File Cabinets, 4 Door Hutches and Storage Cabinets in a Mocha Cherry finish. The staff can gather around a 72W Boat Shaped Conference Table for a collaborative session while seating is covered by the recently released London and Modelo Office Chairs.

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### Company

Starlight Homes

### Location

Atlanta, Georgia

Austin, Texas

San Antonio, Texas

Houston, Texas

Dallas, Texas

Tampa, Florida

Orlando, Florida

Phoenix, Arizona

Raleigh, North Carolina

### Application

Sales Offices

### Furniture Collections:

Series C in Mocha Cherry

BBF Conference Tables

### Products Ordered:

#### Series C

- 72W Credenza Desks

- 3 Drawer File Cabinets

- 4 Door Hutches

- Storage Cabinets

#### BBF Conference Tables

- 72W Boat Shaped

#### Seating

- London

- Modelo



"The most advantageous feature of (Bush Business Furniture) for us is the cost to use ratio," Dease said. "Since we are using these sales centers for only as long as the community has active properties, the furnishings are generally used for about a year and may or may not be moved to another sales center. The fact that there are many components allows for adaptation for location variables and also allows for reuse. We get the style of product that fits our model home aesthetics at an affordable cost."

Another key selling point is the value of Install360™ services, which include end-to-end project management, free space planning and professional installation in 10-14 business days at a flat rate nationwide. To date, BBF has shipped and installed products for Starlight Homes sales offices in Austin, San Antonio, Houston, Dallas, Tampa, Orlando, Phoenix, Atlanta and Raleigh.

While the company has its own teams capable of handling installation, Dease noted that they trust BBF's expertise when setting up a new office.

"Bush handles our installations for their products and there is never a problem," he said. "Many times we have to turn on a dime, which they can accommodate."

The relationship between Bush Business Furniture and Starlight Homes extends far beyond the quality and affordability of the products.

"Customer service from Bush and its representatives is exemplary and far exceeds what one would expect from a product at this price point," said Dease. "I would rate our experience with Bush as excellent."



## Questions on your next project?

The BBF team is standing by at **1-800-964-1638** to help with all your office furniture needs.

