



# CASE STUDY

The Re/Max franchise is a global real estate network of independently owned real estate offices and agents. In the Detroit area, the many Re/Max offices are dominant in both residential and commercial real estate. But, they were running out of room for a rapidly growing staff. The building needs to be cost effective while portraying an image of longevity, dependability and leadership in the industry.

## KEY ACHIEVEMENTS

*Attractive residential architecture features*

*Two story radius windows provide plenty of natural light*

*Sophisticated security system*

*25% More efficient HVAC system*

*Accelerated timeline put project ahead of schedule*

*Production efficiencies dramatically reduced material waste*

## MODULAR REAL ESTATE OFFICE

The building was constructed and finished in 90 days. It provided space for over 100 agents with over 60 private offices, along with conference rooms, a health / fitness room, and a kitchen. The foyer was designed to be bright and open with two stories of glass and light-colored surfaces. The building featured a residential-style pitched roof and a columned, colonial entrance. Inside, each office was fitted with high speed data and phone lines and the entire building is protected by a state-of-the-art security system. Re/Max beat the competition to market and did it in style.

# Real Estate Office Building



FIRST FLOOR  
(SECOND FLOOR SIMILAR TO FIRST)

## KEY FACTS

**PROJECT NAME**  
REMAX REAL ESTATE OFFICE BUILDING

**LOCATION**  
DETROIT, MI

**PROJECT TYPE**  
REAL ESTATE OFFICE BUILDING

**BUILDING SIZE**  
13,000 SQ. FT.

**UNITS**  
20 MODULES; TWO STORY

**ROOMS**  
62 OFFICES, 4 RESTROOMS, OPEN LOBBY, ELEVATOR



REAR VIEW