



Re/Max Realtors

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 office are dominant in residential and commercial real estate and the Troy office competes throughout metropolitan Detroit.

Their Problem

Re/Max was both running out of room for a rapidly growing staff and needed the building quickly to beat the competition. They also needed the building to be inexpensive, but to cast an image of longevity, dependability and leadership in an industry known for flux. The building would also have to reflect some of the features of the private residences which their principle clients, home buyers, would seek. Additionally, the owners of this office were also competing to attract the best local agents.

Our Solution

The building was constructed and finished by Whitley in cooperation with Son Corporation, in 90 days. It provided space for over 100 agents, along with conference rooms, a health /fitness room and a kitchen. The foyer was designed to be open and bright with two stories of glass and light colored surfaces. The building featured a pitched roof similar to suburban home design and large colonial styled entrance to set the building apart from other area commercial development. Inside, each office was fitted with high speed data lines and the entire building is protected by a state-of-the-art security system. Re/Max beat the competition and did it in style.

