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.

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.

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
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

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