



PROJECT SOLVED.

# Custom-finished Renovation Boosts Ski Resort's Bookings

**“They were very professional, did everything right and on time, went above and beyond, plus they saved us money.”**

– John Taylor, Sales Representative for Blue Ridge Village



## Situation

With 24 locations in the U.S. and Caribbean, Festiva Resorts owns and manages a family of boutique, interval ownership resorts in prime vacation markets.

After years of satisfied guests, Blue Ridge management recognized the resort's need for interior updates. In early February 2009, the first nine of 70 units were gutted and set for renovation, inside and out. Because their peak occupancy is seasonal, everything had to be completed during spring and summer.

Management chose an interior design team to work with suppliers, installers, contractors and direct the renovation. The refreshed look had to be rustic yet refined like it's adventurous guests, the mountainous terrain and the chosen furniture.

**“The new cabinetry had to match the detailed motif exactly—the distressed and antique worm-hole finish of the new Broyhill ‘Attic Heirloom’ furniture.”**

To complete the project, Blue Ridge and its demanding design team required highly specific products—custom fixtures designed, built, finished and installed to exact specifications—and the right company to guide every step of the process.

**“We were referred to Direct Import Services through a trusted Broyhill supplier. Their capabilities were highly recommended. Choosing them was a no-brainer.”**

## QUICK FACTS

### Project

Blue Ridge Village

### Locations

Banner Elk, NC

### Capabilities Category

Large-Scale, High-End Condominiums

### Scale

One location, 9 units, 1-2 bedrooms

### Web site

festivaresorts-blueridgevillage.com

### Dates

2009

### Developer & General Contractor

Festiva Resorts

### Project Manager

John Taylor

## Solution

Once the general contractor roughed out the interior, the company's team surveyed each unit. They cataloged all measurements to help create the CAD drawings needed to ensure exact product specifications for a precise fit.

**“They worked hand-in-hand with Debbie Jordan Interiors from North Myrtle Beach, the design team who spec'd the finish colors and patterns.”**

Guiding them through the process, the project manager advised designers on everything needed for the job—from product options and sizes to sink and trim placement.

Because of their factory relationships and access to vast resources, Direct Import Services had a sample set of cabinet doors and part of the granite countertop pre-made, then express shipped to the designers for final approval.

**“From the beginning, we were impressed with the efficiency, expertise and quality of their work. The samples and final finishes were perfect—everything, to the infinite detail was exact—in fact, I still carry that sample with me on sales calls.”**

By mid-February, Blue Ridge placed their orders. And as manufacturing progressed, the project manager presented a series of logistical updates and product photos to managers and designers. This helped stakeholders track all details of production, quality of craftsmanship and delivery schedule.

**“Because of their industry partnerships, they communicate with their factory reps daily. This tight, stage-by-stage level of quality control and attention to detail isn't common. With Direct Import Services, it is. >>**



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### Direct Import Services provided and installed:

- Custom-designed and built oak cabinets, distressed to match Broyhill's "Attic Heirloom" signature finish.
- Black Galaxy granite countertops.
- Vanity cabinets with cultured marble tops.



Due to the level of detail in the renovation, construction delays met the delivery of the products from overseas. The team adapted to the changing schedule.

**“They offered to store our furniture for three months in their warehouse, which was near to the jobsite. They went far beyond the call.**

The day after building inspectors signed off on the construction in late May, the team loaded and trucked products from its warehouse to the jobsite. Their expert team unloaded and began the process. During install, the designers and management changed their minds on a variety of minor details, such as measurements and inserts.

**“As with any high-end custom project, Blue Ridge’s designers requested several alterations to fixtures due to construction modifications. The team adjusted to the changes quickly without a significant up charge.**

Within weeks, the team had finished all installs and punch lists. All nine units passed occupancy and owner inspections, and were ready to be rented in time for the upcoming season.

### Business Benefits Realized

#### • Value

Provided accurate price quotes quickly, custom-designed, built, shipped and installed fixtures on time and under budget.

#### • Dependability

Provided all finished products on spec, on time and on site—an average of 30 days faster delivery than competitors.

#### • Quality

Matched new fixtures to pre-ordered furniture perfectly, exceeding expectations for the project.

**“Direct Import Services provided the products needed in the exact finish and the style, custom-built and installed without any issues.”**

#### • Flexibility

Adapted to construction delays, storing all items for three months until rental units were ready for product install.

#### • Availability

Responded promptly, from price quotes, prototypes and production updates to delivery, installation and follow ups.

**“This project was just the beginning. Looking ahead, Blue Ridge is set to renovate 70 total units, which will be done in increments. We’ll be hiring Direct Import Services again.”** ♦