



PROJECT SOLVED.

Expert Sourcing and Logistics Solutions Help Nation's Third Largest Student Housing Achieve On-time Occupancy

“With Direct Import Services furnishing and maintaining our entire property on time, we’ve been able to lease at full capacity—three years running.”

– Mike Purifoy, Service Director; North Campus Crossing



Situation

As the largest housing provider of off-campus student housing for East Carolina University, North Campus Crossing was selected to construct a luxury complex for 1692 residents—the third largest student housing development in the nation.

Designed as a five-star resort-style community, North Campus Crossing would provide fully furnished apartments, two clubhouses, three year-round pools, full gym, game rooms and more.

“As the off-campus housing market evolved, so did our expectations for the new community. Since it’s just outside of town, we had to deliver destination quality to attract students.”

Given the size and complexity of the project, the Service Director needed a large volume of quality, custom furniture and fixtures from a rapid and reliable supplier—one capable of helping them achieve maximum profitability, timely pricing and meet mid-August move-in deadlines.

He chose Direct Import Services.

Solution

“We needed a turnkey solution we could trust—Direct Import Services came highly recommended.”

To ensure precise deliveries, installs and construction finishing, Direct Import Services collaborated with the developer and contractor to manage the entire process.

Over the next 18-months, working within an aggressive, two-phase build schedule, the company sourced, imported and delivered more than 30 shipping containers of custom-ordered products on time and as needed onsite.

For the building’s three-story facades, the developer ordered a lighter, cost-effective alternative. The company had special tooling made to cast 18-foot dentil moldings from exterior-grade polyurethane foam.

As builders finished, Direct Import Services’ professional teams installed all kitchen cabinets as needed and on schedule. Interior and exterior furniture arrived knocked down, was assembled onsite and placed as requested—all in one day. Afterward, the team disposed of packing materials quickly and appropriately.

“By delivering all our furnishings right on time, they helped maintain our occupancy rate. Without Direct Import Services, our rooms would have remained vacant and we would have lost revenue.”

By August 2006, phase one was available—and after winter break, phase two was complete and move-in ready. >>

QUICK FACTS

Project

North Campus Crossing

Locations

Greenville, NC

Capabilities Category

Residential-large-scale, high-end student rental housing

Scale

One location, 24 buildings, 600 units, 1692 bedrooms

Web site

northcampuscrossing.com

Dates

2005-2009, ongoing

Developer & General Contractor

Boylan Development-Construction

Project Manager

Mike Purifoy



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Direct Import Services provided:

- All interior and exterior lighting.
- Interior plumbing fixtures.
- Door hardware, bath hardware.
- Cast exterior dentil cornice molding.

Direct Import Services provided and installed:

- All interior bedroom, dining room and living room furnishings.
- Kitchen and vanity cabinets, cultured marble vanity tops and countertops.
- Strap swimming pool furniture and teak furniture, tables, umbrellas and stands.



Business Benefits Realized

North Campus Crossing was able to furnish its entire complex with a variety of quality furniture and fixtures in time to meet critical move-in deadlines using one seamless solution. Direct Import Services continues to service the complex, helping to maximize the complex's occupancy and profitability.

• Order Processing: Simpler and Faster

Our efficient process made it easier to provide final estimates and price quotes quickly, minimizing paperwork to keep the project moving.

• Actively Managed Logistics—Process Means Profitability

As a turnkey solution, we ensured the right products arrived damage free and on demand. And because we're there every step, we helped reduce lead times and frustration, avoid potential storage charges, theft, weather damage and construction delays.

• Unique Design Solutions Beat Market Price

With tight control in factories worldwide, our custom-made products delivered high quality and competitive per-unit pricing—cutting time, labor and construction costs onsite.

• Expert Installation Services: Extra Value Added

Precise and efficient installs helped to expedite construction and maintain occupancy rates for an uninterrupted revenue stream.

• Reliable Customer Support Delivers Peace of Mind

During the entire process, day-to-day access to the project manager addressed any issues immediately and met their needs after the project was completed.

Beyond the company's logistical expertise, proven dependability and long track record of successful large-scale projects, this ongoing partnership is solid because of the confidence found in a face-to-face relationship.

“Direct Import Services is extremely thorough, knowledgeable, flexible. I can call them day or night, and they'll help me in every way. I look forward to working with them again.” ♦