



PROJECT SOLVED.

Sourcing Partnership Helps Spur Winston-Salem's Housing Growth

“With their level of expertise, efficiency and cooperation, we're right on target for a July completion.”

– Rodney Bentley, Project Manager; Windsor Commercial



Situation

As the region's largest employment center—with Wake Forest University and Baptist Medical Center nearby—Winston-Salem, North Carolina is experiencing steady growth, in business and housing.

BSC Holdings, Inc. of Greensboro is a family-owned, commercial real estate development firm, providing modern and well-maintained multifamily communities, such as garden apartments, rental homes, student housing and urban living.

While finishing an apartment complex in nearby Clemmons, N.C., BSC and its contracting partner, Windsor Commercial, were planning a similar project in Winston-Salem. Robin Hood Court would be located in one of the most prestigious and sought after neighborhoods in the area. With completion expected in July 2010, teamwork would be key.

“Because of the cabinet supplier on our last job, things didn't go smoothly. He wanted things his way, and didn't want to work with our granite contractor or us. For our next project, we needed a dependable team partner.”

Offering one, two, and three bedrooms, each of the 224 units would include granite kitchen countertops, ceramic tile flooring and marble vanity tops in the bathrooms, and ceiling fans and fireplaces—plus an array of high quality amenities not available in other communities within the region.

Introduced by a client referral from BSC, Direct Import Services assessed the scope of the project and submitted a very competitive bid. Then, company managers met with Windsor to present appropriate product samples.

“They stood out. The quality of their cabinet assembly made it a more fitting product. Plus, they had no issues making adjustments—even producing another sample for us. The product looked great.”

After evaluating their products, practices and company, BSC and Windsor chose Direct Import Services—signing a turnkey, all-inclusive agreement to provide all labor, cabinets, trim and hardware for the entire project.

Solution

As construction began, all cabinet materials and cultured marble tops arrived on schedule and were stored in the company's nearby warehouse for quick transport as needed.

Project Manager Doug DeLong and Windsor's granite countertop contractor worked closely. They exchanged CAD drawings to ensure everything was to spec—coordinating respective considerations for design, sizing and weight. For instance, each kitchen features an angled wall, so the cabinetry had to be precisely aligned with those measurements for a proper fit.

“Working together, they created templates for the carpentry crew, making installation easier and faster—plus, they took an extra step with cabinet support to accommodate the heavy granite tops.”

Once each unit became ready, Doug DeLong and his team of professionals went to work installing cabinetry in the kitchens and bathrooms. And as they finished, the countertop contractors were able to follow them immediately with their install. »

QUICK FACTS

Project

Robin Hood Court Apartment Homes

Locations

Winston-Salem, NC

Capabilities Category

Residential- Large-Scale, High-End Apartment Homes

Scale

One location, 224 units.

Web site

bscholding.us

Dates

Ongoing

General Contractor

Windsor Commercial

Developer

BSC Holdings

Project Manager

Rodney Bentley



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Direct Import Services provided and installed:

- Custom-designed and built kitchen cabinets.
- Vanity cabinets with cultured marble tops.



“They’ve done very well as a team. Now, there’s real cooperation between our contractors—and that’s just one reason Direct Import Services is working on this site.”

With work in two to three buildings going on simultaneously, spot-on construction relies on skill, timing, coordination and quality products to make the difference. Today, many factory-made cabinets are MDF board, not plywood.

“They custom-build all plywood cabinets. We don’t see that much. It creates a better product. That was a huge selling point for us.”

As of November 2009, Direct Import Services has installed products in five buildings. With 26 to be built, 10 are in the air and the rest are in the process of framing. The project is on track for completion in July 2010.

Business Benefits Realized

• Value and Dependability

Provided accurate and timely price quotes, custom product samples, then designed, built products on spec and shipped to site—installing all fixtures on schedule and under budget.

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

• Quality

Delivered custom-built plywood fixtures and cultured granite vanity tops as ordered, exceeding quality expectations for the project.

“On several occasions the developer, our customer, commented how impressed they were with the cabinetry. They’re very happy with the product—as am I.”

• Flexibility

Worked according to their construction schedule, with carpentry crews and countertop contractor, storing then transporting items until units were ready for install.

“From the get-go, there has been no hesitation on their part to make it right.”

• Availability

Every aspect of customer service has accommodated the schedule perfectly—from negotiations to communication and production updates to delivery and installation.

“Since this project began, I’ve recommended them to our PMs for other projects, and didn’t hesitate to recommend them to work directly with our developer. I anticipate a long-term relationship between our two companies.” ♦