

ACHIEVING THE “IMPOSSIBLE” = BUSINESS AS USUAL

Specifically, demo-through-complete-construction in 8-10 weeks, on custom refurbished apartments in a luxe waterfront retirement community.

Imagine what it would be like, as a general contractor, to come into a project with a full set of reliable design plans, thorough and precise measurements for the whole unit, a spec sheet ready to order from and client sign off on all of it.

This is actually “business as usual” for the collaborative partners of *Anderson Construction Group* and *Studio 65* for their joint client, *Parkshore Retirement Community* of Madison Park, Seattle.

The Challenge

Refurbishing each of the newly vacated apartments in the *Parkshore Retirement Community* on Lake Washington.

Each unit must be built to the new owner’s expectations of design and feature preferences, on-budget and within an aggressive deadline.

Beginnings

I think both of us, ACG and *Studio 65*, started at *Parkshore* at the same time as co-collaborators and it was definitely a learning curve from the get-go. Just getting to know a new partner and learning how to work together.

What was noticeable right away in working with *Studio 65*, was the level of detail provided in the spec sheet, with regard to the materials and data of the finishes that came into play. Everything was line-itemed out, and everything had been signed off with the resident’s approval when I came into the new unit to schedule the demo and build out.

We’ve been working on this project here for about 15 months, and have 20 or 30 units under our belt and they’re all going smooth.

The Results

- Complete refurbishment (gutted to the studs) and custom build out of each unit in an average of 8-10 weeks.
- Efficient and effective ordering, budgeting and responsiveness in a streamlined process for each unit.
- New resident works directly with *Studio 65*, who procures the resident’s signoff and assists with overall design, planning, material and finishes selections, including assessment and design of custom features.
- ACG and *Studio 65* work quickly and responsively with each other, to ensure that the new resident’s expectations, based on their design, gets built to spec. On-time and on-budget.
- The incoming residents are able to walk through their layout & space a few times during build out. They get to observe their custom space during its creation. No surprises.
- All of the materials for a new unit get ordered on Day 1 of Demo based on the spec sheet. All decisions have been made and the incoming residents have signed off on *Studio 65*’s design. We can get right to work.

Examine the details of the collaborative partnership between *Anderson Construction Group* and *Studio 65* and how it’s been refined steadily to ensure that the construction team has all the information they need to:

- Get started on time
- Keep working straight through a project
- Average an 8-10 week turnaround for each completely refurbished unit

Meet the Partner

Danny Fletcher, Project Manager
ANDERSON CONSTRUCTION GROUP (ACG), SEATTLE

ABOUT ANDERSON CONSTRUCTION GROUP

Dynamic teams throughout the Puget Sound region thrive under the challenge of the most complex projects. The results of the teams working in a finely tuned process are always the same: commercial and residential buildings that positively shine.

MAIN RESPONSIBILITIES

Danny is the Project Lead at the Parkshore site and he works hand-in-hand with Studio 65 to deliver precision custom development of each resident’s unit, to their expectation and based on the spec sheet and design drawings.

Ordering materials, budgeting and maintaining a smooth construction schedule to meet specific move-in deadlines are also his responsibility

MEET DANNY FLETCHER OF ANDERSON CONSTRUCTION GROUP

He describes how the collaborative partnership with Studio 65 began and how it works today for the ultimate winners, Parkshore's new residents.

Brand new partnership, brand new site/location.

Fifteen months ago, we started work together on the first refurbished unit for the *Parkshore Retirement Community*. It's a high-end waterfront building in the Madison Park area of Seattle.

We, both ACG and *Studio 65*, started working with *Parkshore* at the same time and it was definitely a learning curve from the get-go. And you know, the first one is always tough. You know, trying to meet everyone's expectations, and what the facility is expecting, what the resident is expecting, but over the process we really streamlined things.

Trusted measurements in a full set of plans.

What I noticed right away from *Jacque* and *Karen* is the level of detail that they go to in providing the spec sheet and the materials and data and finishes that come into play. I mean, everything is line itemed out, and everything's been signed off with the resident's approval.

Then, *Jacque* gives a full set of plans: demo plan, framing plan, electrical plan, etc.

Everything is laid out before we even start working in the unit.

She makes it really easy for us to just come in and kind of "color by numbers."

And then follow her plan set.

How does that help you, your team and subcontractors specifically?

It definitely saves time.

Having all of that information up front makes it easy for me to create a budget and provide an accurate number on things.

And then also, you have everything laid out for you down the line with the whole project. There aren't a lot of questions and field answers

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—Danny Fletcher, Project Manager
Anderson Construction Group
(ACG)

being made....especially after doing so many units, we know kinda what to expect in the building and where pipes are going to be hidden and things like that.

And she knows all that when she's measuring these units, so she can implement different design features into the plan from the get-go.

Let's talk timing and turnaround.

I really don't get involved in the project until she has a full plan set and materials and finishes. There's a lot of work that goes on before I'm involved with *Studio 65* and the resident and the marketing team and how all that corresponds. There's weeks of planning that go on before I get any documents. They're field measuring every unit and meeting with the incoming resident multiple times to select finishes and all sorts of things.

By the time I get involved, it's kind of a complete package. I take it and we actually, as a general contractor, will take Jacques's PDF or her document and transcribe that into our own document, and then that's what I do all of my ordering off of.

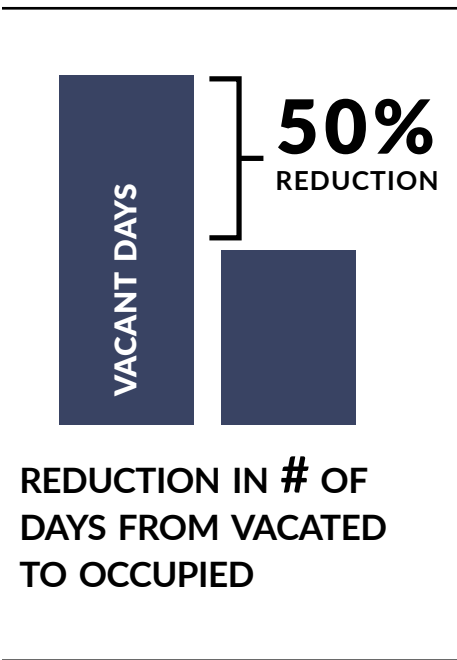
On Day 1 of Demo, we send out to all of our suppliers, all of our vendors, the hardwood selection, the cabinet color, the carpet selection, the wall covering.

We order everything: all the plumbing, all of the electrical fixtures... Everything gets ordered Day 1, so there's never any down-time. We have all that stuff here. It's ready to go. And that's how we can keep such a tight schedule.

Typically, we're doing these things in 8-10 weeks, and as you can see, when you look around, it's pretty gutted down to the studs. It's a full refurbishment.

What about continually refining the process & communication?

There were some design cues and door sizing issues that came out early on, you know, first couple units, and anytime that I've struggled with clarity on dimensions or locations or something on the plan, I'd bring it up and on the next one, she'd revise it and integrate my needs with her needs just to make the relationship smooth moving down the road.



“Jacque is very detailed when it comes to what the resident expectation is and what the cabinet maker gets in his CAD drawings. She manages to implement both of those items and have the product come out seamless, and you’re not having any surprises come up on final walk-through day, which is really important.”

—Danny Fletcher, Project Manager
Anderson Construction Group
(ACG)

Jacque is really easy going, and you know, I’m in the text-age and she’s really good about texting right away or answering the phone, late night emails, I mean, you name it, she’s pretty accessible. All the time.

Plans and designs are on-par with excellence.

I come from a custom home-building background and her plans are on-par with any architect that I’ve ever worked with.

She’s doing all of the cabinet elevations, showing sizes of cabinets, doors and drawer style, so it makes it not only easy for me, but also for our cabinet maker and any of the other sub-trades that have to be involved in the project. She’s providing an accurate number for them to take her plan and implement into their CAD system.

Another thing I’ll note is that in working with these other sub-trades —our closet team and our cabinet maker—Jacque is very detailed when it comes to what the resident expectation is and what the cabinet maker gets in his CAD drawings. She manages to implement both of those items and have the product come out seamless, and you’re not having any surprises come up on final walk-through day, which is really important.

She makes us look really good.

Go look at the plan.

All her plans and drawings are posted in every unit and my field guys, the superintendent and the carpenters and what not, when they come in and they have questions for me, a lot of the times I’ll say, “Go look at the plan. Just go read the plan. All the answers are right there.”

The spec sheet & staying on schedule.

Jacque spends a lot of time on that spec sheet. She’s got everything on there that I need to put together an accurate number with details.

Whether that’s a resident custom selection, such as a special shower seat, or a faucet with a water filter integrated, whatever it may be, we get all those model numbers: she’s working with them and I work to get pricing back to her, so it’s a very detailed document.

We try not to deviate from that document after we start construction to avoid any delays.

Working well beyond standards for each resident

A lot of times we are working with high end clients who are selling

their house from all over town, on the water or wherever. They have these big, beautiful homes with custom features: whether it's a built-in banquette, or a bookcase or a TV lift, or whatever it may be.

We always like to try to provide them with whatever their hopes and dreams are, and Jacque works really well with these incoming residents to work up a drawing and create something in CAD so she can visually show them their custom feature inside the layout drawing of their unit.

They feel confident that they can bring in their own belongings and still have a custom touch.

We work well with her to develop those pieces between her and our cabinet maker and provide a good price point for them. There's very little limitation. Anything you can imagine, we can do.

It's nice to see these people move in with a big display case with the glass and LED lighting, and the crown moulding runs through.

I know Jacque and Karen of *Studio 65* have visited in these resident's homes and have seen what they have in the house that they're trying to duplicate or achieve. They work it out with the resident, design it. The resident signs off and we get to work to build it according to the plans.

Simple.

And, it's a custom home, at the end of the day.

Observations of different communities: in-house vs. outsource to Studio 65.

I work in three different senior living communities around town and in the other communities things are a little bit more "in-house". They have their own marketing team that also kind of does Jacque's role with them. They sit down and pick the selections and they do the handholding and I see them struggle with it a lot. It's big undertaking, especially when you're trying to sell the unit from a marketing standpoint, and customize it from a resident's standpoint.

The complete package.

I think that with Jacque & *Studio 65*, you get a much more complete package.

There aren't a lot of questions I have for Jacque at this point. Everything is very thorough & thought through.

Whereas, in my other experiences, there's a lot of "Well, what did she mean here?" Or, "What are we trying to do?"

And there's a lot of email correspondence back and forth, there's a lot of face-to-face time and walking units trying to figure out what implementation was meant.

Getting it right, from the get-go.

It's a much smoother process [with *Studio 65*].

And probably a better product at the end of the day because we're not having to do any rework. We're getting it right, from the get-go.

The back and forth (experienced with other senior communities) costs me a lot of time because I'm having to create like 7 different proposals to meet the need of the incoming resident. It costs more in time...and time is money, I guess, when you look at it.

And I tend to see that process, in a different facility, taking a lot longer to get to a final number and a resident signoff because of having to carve out time from my day to try to get to them...so sometimes there are RFPs that are sitting for a week before I can get to them.

With *Studio 65*, this is more of a streamlined process and we can get started on the unit, get a number ironed out and get a resident's sign-off fairly rapidly.

It makes it easy for me, and makes it easy for everyone else.

We can start the unit sooner, and that means we get it done sooner too.



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