

retail rollout for Wachovia Mortgage



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case study

Working with Wachovia Mortgage, j robert bazemore inc developed a prototype that reduced lead times, overall construction and leasing cost.

Using shared environments, touchdown spaces, and modular wall systems, Wachovia Mortgage was able gain flexibility and reduce real estate requirements by 60%.

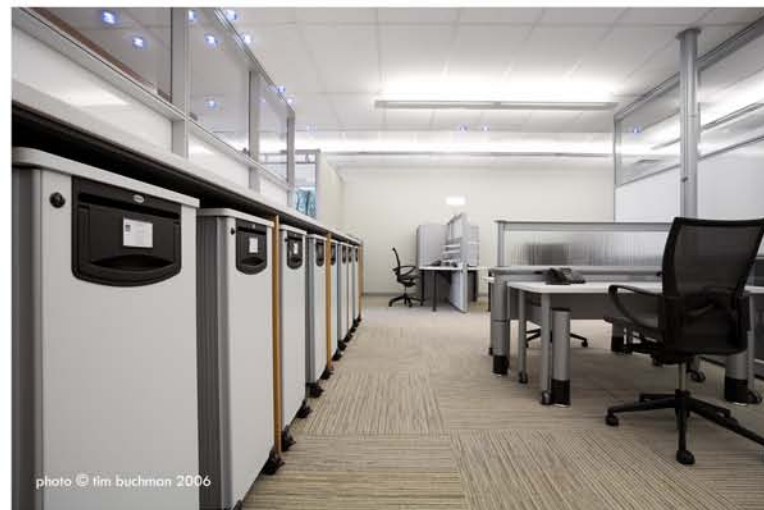
financial

j robert bazemore inc developed a new prototype for Wachovia Mortgage Corporation that is being deployed throughout the United States. The new mortgage branches focused on implementing new technology that enabled mortgage consultants to work any where any time. The strategy was to develop a consistent visual brand throughout the offices while reducing leased square footage.

The touchdown stations create non-dedicated areas of work which help increase the office utilization ratios. Lounge furniture with tablet arms allow for work to occur in places other than desk. Personal mobile storage carts allow for greater flexibility within each office while maintaining each individual's privacy.

The modular walls of the office and the furniture systems allows for redeployment into other regions.

The colors, materials, and finishes emphasize the connection to Wachovia's brand.



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Personal storage carts allow for greater flexibility within the office encouraging the use of non-dedicated touchdown spaces.

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