

Property Management Company Calls On Goodmans To Manage New Office Space

Goodmans Customer Vantage Point



Associated Asset Management

Client Needs

- Maximize new office space to accommodate growth
- Engineer more efficient workgroup areas
- Keep costs low by re-using existing furniture as much as possible

Logistics

- Move and install entire office from files to computers to furniture with minimal business disruption

Goodmans Solutions

- Planned space with a 1- to 3-year vision
- Incorporated client feedback into workspace design
- Used 98% of existing inventory
- Began move on Thursday; had AAM up and running by Tuesday

Goodmans Team

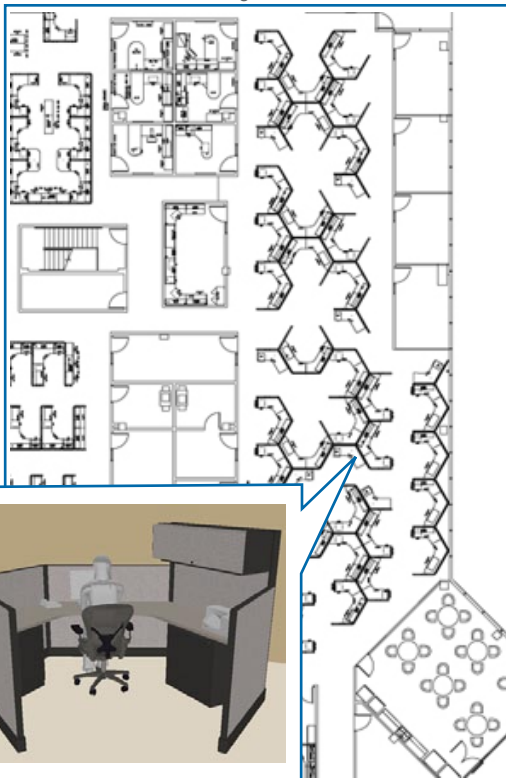
- Keith McLaine, Sales Representative
- Tara Stokes, Design Director
- Samantha Smith, Project Manager
- Rob Esparza, Foreman



*"We couldn't have done this move without Goodmans.
I'd go back to them in a minute."*

Nancy Larson, Vice President of Operations

Associated Asset Management Floor Plan



Showcasing 120° Workstations

About AAM

Associated Asset Management (AAM) specializes in the management of Master-Planned Community Associations, including Anthem, Tramonto, Kierland and 250 others. Established in 1990, AAM currently employs 150 people.

Customer Situation

The company's reputation for excellent customer service is responsible for its consistently impressive annual growth rate. The company saw its big move as a way to create an office that could better meet its needs and accommodate future growth.

A Long-standing Relationship

Goodmans Interior Structures began helping AAM grow in 2000. "My husband and I went into the G2 Office Furniture Market, hoping to get a used conference table," remembers Laura Ziff, AAM's CEO. "There we met Keith McLaine, who showed us how to buy a new one at a reasonable price."

Keith became AAM's point man for a variety of small moves, adds, and changes. "Keith really learned our business and has been incredibly responsive," says Nancy Larson, AAM's Vice President of Operations. "He's even been known to drive up to our Prescott office on a Saturday to install a shelving unit."



Designing The New Space

Choosing Goodmans for our company move made a lot of sense," Nancy says. "They have the same energy, enthusiasm, and passion for their work as we have for ours. We wouldn't go anywhere else."

Nancy and Laura both wanted Goodmans to help give AAM's new space an organic, humane feeling. "The quality of the work environment is an important consideration in a competitive marketplace," notes Laura. "Because we value our employees, it's imperative to create a great place to work — spatially as well as culturally — and the cost difference is insignificant."

Led by Design Director Tara Stokes, the Goodmans design team set to work. "We talked to people in each department at AAM for feedback about what they wanted and needed in a workspace," Tara says. "AAM is all about communicating, but their old workspace wasn't conducive to communication."

"Goodmans design solutions were an enormous improvement over what we had before," says AAM's Nancy Larson. "They had great ideas for space and flow."

Key elements of the design concept include standing-height counters in the disclosure area that provide easy access to files and act as impromptu meeting spaces, and highly ergonomic, 120-degree modular workstations for property managers.

If It Ain't Broke, Don't Fix It

While each functional area has a design tailored to its specific needs, AAM's entire space works as a cohesive whole. "A big part of the design solution was to use existing inventory as much as possible," Tara says. "We did a complete inventory, and the only things we couldn't reuse were 12 chairs and a couple of cabinets."

"Goodman's did an amazing job of installing and coordinating the new with the old," says Nancy. "You can't even tell the difference."

A Project Manager For Property Managers

Along with the Goodmans design team, AAM decided to hire Goodmans' Project Management Group to ensure a seamless transition with minimal interruption of work. "It was a no-brainer," declares AAM's Laura Ziff. "With Samantha Smith coordinating and explaining all the design, construction, engineering, IT, and installation details, we could make the decisions we needed to make and continue working while everything was going on."

The Big Move: August 11-16, 2004

Starting at 5:00 p.m. on Thursday evening, Samantha was right on top of things. She knew she had to work after-hours to have AAM back in business on Tuesday. "We were very pleased with the move," Nancy says. "It went without a hitch. The movers even organized our file cabinets according to a pattern mandated by our new building's engineer." In a move this size, there are bound to be things that don't go exactly as planned. "We weren't naïve enough to think there wouldn't be problems," Nancy admits, "but we knew Goodmans would minimize them. One conference table, for example, couldn't fit it through the door, so Goodmans took it back, cut it in half, refinished it, and installed it. It looks great!"

