

Case study: Park Place Denton Denton, TX

PARK 7 GROUP

Successfully providing end-to-end kitchen, laundry and high-end AV equipment solutions for the nation's premier student housing developer.

The client

Park7 Group is the nation's premier developer, owner and operator of large-scale, purpose-built student housing properties. Park7 Group builds off-campus properties that specialize in high-end finishes and luxury spaces.



The challenge

One of Park7 Group's projects, Park Place Denton in Dallas/Fort Worth Texas, needed a reliable supplier that carries a full suite of kitchen and laundry appliances and high-end AV equipment. Beyond the need for the right appliances at the right price points, Park7 Group required a supplier that could project manage the order and delivery of all appliances and equipment, plus handle the engineering and complex AV installation. On-time delivery and installation were a must to accommodate Park7 Group's construction schedule and student move-ins.



The solution

Park7 Group partnered with Best Buy® Business to leverage its regional presence to supply all the appliances and technology required for the installation. The project was performed in three stages over several months to coordinate with the build schedule and enable move-in dates. For each phase, Park7 Group worked with a dedicated Best Buy Business Account Manager, well-versed in the construction industry, who was the single point of contact for logistics. They sourced the items and warehoused them until installation, ensuring delivery would take place without a hitch. Then, Geek Squad® completed the installation of each floor, consisting of 28 to 32 apartments, over a period of one to two days.

Installation

179 residential units outfitted with:

- 55" Class Samsung living room TVs
- Samsung kitchen/laundry appliances

Amenity spaces outfitted with:

- One 85" Class Samsung TV
- Fifteen 65" Class Samsung TVs
- Four Sonance audio systems including one outdoor
- Samsung convection oven

The continuing relationship

"We pre-lease our units and, if we don't finish on time, we have to put residents in hotels, which is extremely expensive. We used to work directly with appliance manufacturers, but their service and logistic guarantees were non-existent. We made the decision to work with Best Buy because there was value in the appliances, it was turnkey and they could guarantee our schedule dates. It was a big win for us."

— Derek Wise,
Director of Construction, Park7 Group