

## Case study: **Ledson Construction**

**LEDSON**

Helping one leading West Coast homebuilder seamlessly procure and install appliances for over 320 home projects.

### The client

Established in 1977 in Sonoma, California, Ledson Construction is a family-owned small business. Ledson has built over 3,700 homes, apartments and office buildings in California, Oregon and Washington state.

### The challenge

Ledson was struggling to find a reliable appliance supplier that carries a wide range of kitchen appliances, from budget to luxury. They encountered a gap in the local market of available appliances across all price ranges. They were looking for a supplier that offered a single point of contact to research, locate and procure the best appliances available for any given price point. They needed a supplier that could project manage the ordering, delivery and installation of kitchen appliances throughout the Pacific Northwest.

### The solution

With over 175 store locations on the West Coast, Best Buy® Business teams are within minutes of Ledson's job sites. Ledson contacted Best Buy Business to leverage their wide selection of appliances and regional presence. As a result of their partnership, Best Buy Business has installed 1,280 kitchen appliances at 320 Ledson locations throughout the Pacific Northwest, exceeding Ledson's expectations.

Ledson works with a dedicated Geek Squad® Project Manager, who exclusively supports homebuilders. With over 22 high-performing kitchen brands available at every price point, in all specs and sizes, the project manager makes brand-agnostic recommendations and draws upon their relationship with OEMs to pass on dedicated builder pricing and help them create a solution that meets their needs and budget. Once installation begins, they work with a Best Buy project manager who acts as a single point of contact for appliance delivery, logistics, staging and installation to ensure each project stays on track and on time.

Capitalizing on the national footprint of Best Buy and their retail supply chain expertise enables efficiencies for warehousing and staging, ensuring appliances are available, delivered on time and professionally installed.

### The continuing relationship

*"Best Buy Business supplies all of our appliances. They're researching the best model and manufacturer at this time for any given price point, from Insignia all the way up to the top luxury brands. Best Buy Business does everything."*

— **Steve Ledson,**  
Owner, Ledson Construction

