

CASE STUDY

New Critical Offerings Uncovered From Existing Supplier at BuildingsXchange

“Without BX, we would have worked through a regional sales rep and if he hadn’t been high enough in the structure of Sto he might not even have mentioned it and we might not have even known about certain benefits. And the engineering services are going to be a very, very important benefit.”

Hu Richardson
Director of Engineering Services
Holladay Properties



HOLLADAY PROPERTIES

Building Solutions Since 1952

Hu Richardson, the Director of Engineering Services at Holladay Properties, is a veteran of BuildingsXchange (BX). Yet Hu was still able to uncover new business opportunities with an existing supplier at the most recent BX.

When Hu decided to once again attend BX, he decided to meet with a supplier he was initially hesitant about – StoCorp – since he had previously done business with them. Hu realized that Sto carried a product he wanted to use on one of his buildings, though, so decided to take the time to meet with them after all. At BX, Hu met with Sto to discuss one project, but wound up leveraging that relationship after BX for use on a different high profile project in downtown Nashville.

Without BX, Hu likely would have never discovered the free engineering services that Sto offers in addition to the Lotusan® paint product that Hu initially wanted to meet about. *“All I would have done on my own was probably have called Sto and said I want to use Lotusan® paint on a building. Can you have your guys come and look at the building and tell me if we can do that? And that’s all they would have done.”*

Meeting with Sto in an intimate environment at a senior level allowed Hu to discover all the other services that Sto could provide in addition to their Lotusan® paint.

“Nobody has enough time to do everything they need to do so any way you can cut out wasted time is highly desirable. And that’s what BX does. It takes one whole cycle out of the process.”

Hu Richardson
Director of Engineering Services
Holladay Properties

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The Challenge: Hu needed to match the façade of an older building to the façade of a neighboring building that was much more modern. He needed to ensure he wouldn’t have to deal with the water intrusion problems he had experienced on other buildings, and also wanted to cut costs by using a material that would require less maintenance over time. Hu relied on his architects to select engineering firms but they weren’t necessarily experts in the field and were often costly.

The Project: At BX, Hu took the time to once again meet with Sto to discuss the façade project. Not only did Hu learn more about the Lotusan® paint from Sto, he was also pleased to discover additional engineering services. These engineering services were free of charge, and even though Hu had worked with Sto before, he was completely unaware of these services.

The Result: Not only will Holladay save approximately \$30,000 on future building repairs thanks to Sto’s engineering services, but they’ll also save approximately \$75,000 on future repainting because of the Lotusan® product. Additionally, the engineering services Sto provided free of charge set them up for future success. Said Hu, *“We wouldn’t have hired an engineering service on our own. We would have thrown the dice and hoped that we were right and when it wasn’t right we would go back and fix it.”* Moving forward, Holladay anticipates deepening the partnership with Sto and using them on approximately 50 more buildings. Thanks to the meetings at BX, Holladay now has a better understanding of Sto’s product and service offerings, and moving forward, anticipates working with Sto on approximately 50 more buildings.