

CASE STUDY

Modern Office Transformation
with Bush Business Furniture
& Robby Brady Real Estate




BBF bush
business
furniture


The
Robby
Brady
Team

EST. 1967
HOWARD HANNA
ALLEN TATE REAL ESTATE




 **Client:**
Robby Brady Real Estate –
Allen Tate Greenville West End

 **Industry:**
Real Estate

 **Project Scope:**
Furnishing a new affiliate office to
support a hybrid workspace model

 **Furniture Partner:**
Bush Business Furniture (BBF)

 **Products Ordered:**

- Vista 48-inch Computer Desk (8)
- Vista L Shaped Desk with
Low Storage Cabinet (2)

The Challenge

Creating a Bright, Functional Workspace

Robby Brady Real Estate was opening a brand-new affiliate office in Greenville, SC. The office had limited space and dark flooring, making it critical to choose furniture that would brighten the environment, align with the company's mid-century modern aesthetic, and withstand the demands of a hybrid workforce.

The team needed solutions that balanced:

- Style and practicality to complement the office's design vision
- Durability and reliability for long-term use
- Affordability without sacrificing quality

The Solution

Vista Collection by Bush Business Furniture

After considering multiple options, the team chose Bush Business Furniture for three key reasons:

1. **Design Aesthetic** – The Vista line's natural elm finish created a clean, bright, and open feel that elevated the small office's modern design.
2. **Proven Track Record** – BBF was recommended by another brokerage that had seen excellent durability over time.
3. **Value for Investment** – Competitive pricing made BBF a practical yet premium choice.





Execution

Functional Design in Practice

The Vista line provided more than just style—it integrated smart functionality that made day-to-day work smoother:

- Cable Management through pre-drilled grommets, power grommets, and hollow desk legs
- Flexible Configurations that accommodated hybrid desk hoteling for associates
- Made-in-North America quality that instilled confidence in long-term performance



Results

A Workspace that Inspires Productivity

With the new setup, associates embraced the office as a welcoming, efficient workspace. The thoughtful furniture selection contributed directly to improved morale:

- // Overall, the associates are happier to be in the office at this location versus our old location."

*Jonathan DeBrusk
The Robby Brady Team*

Client Feedback & Long-Term Value

Jonathan praised BBF for its high-quality, easy-to-assemble furniture that aligned with the office's aesthetic goals. He emphasized that the North American made craftsmanship and user-friendly setup process were standout features.



Why BBF is a Trusted Resource for Real Estate Offices

For Robby Brady Real Estate, Bush Business Furniture proved to be a partner that combined style, function, and value in one solution. The Vista collection offered a modern aesthetic that elevated the office's professional image, while its durable construction ensured the furniture could withstand daily use in a busy real estate environment. Assembly was simple and efficient, which allowed the team to set up their new office quickly and without added stress.

Looking Ahead

As Robby Brady Real Estate continues to expand, BBF has positioned itself as a trusted furniture partner. The success of this project highlights BBF's ability to combine style, durability, and value—creating office environments that empower professionals to do their best work.



The
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