



## CapCenter Mortgage And Realty Service HQ

Location: Glen Allen, VA  
Market Sector: Corporate Office  
Size: 60,000 SF  
Year Completed: 2022

CapCenter was founded in Richmond VA over 25 years ago with a mission to save clients money and provide exemplary service in the home buying, selling and financing experience. In 2020, they purchased a property on the main thoroughfare in Innsbrook, a mixed-use corporate center in Central Virginia. A truly signature headquarter experience serves not only Richmond, but can host employees from all seven states they serve along the east coast.

With Taylor and Parrish Construction providing full construction services, the building infrastructure was challenged from top to bottom to achieve CapCenter's goals throughout each phase of construction. The original building, built in 1987, has undergone a full renovation and systems modernization to accommodate staff growth, develop an inviting workplace for CapCenter's employees and guests, and create a signature new headquarters.

### DRIVERS

Beginning with the exterior first impression, the 6.4 acre lot renovation had a tall order: revitalize the landscaping, enhance safety and accessibility and make a brand moment. Interior design drivers include: create a first class client experience, seize opportunities to educate and sell, embody values of transparency, trust and value as well as facilitate employee innovation and interaction with leadership.

*Clients Come First, Savings Are Earned, Excellence is a Team Sport, Innovation Never Stops.*

*CapCenter Values*

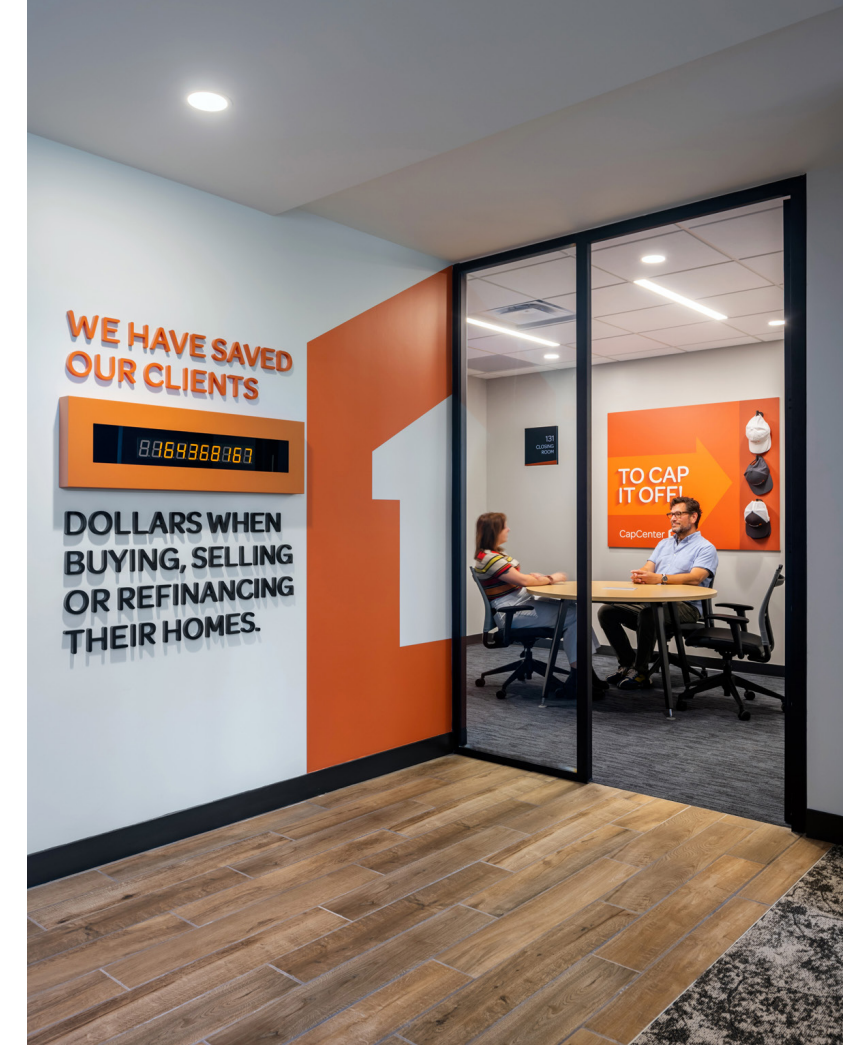


## APPROACH

In a client focused service industry, CapCenter knew creating an inviting and engaging client experience would be paramount to the success of their real estate investment. As you turn off the main road, parking was reworked to provide adequate handicap parking, new safety site lighting and building accent lighting was installed. The building entry was redesigned with ramp access, native plantings, a branded sculpture and touchless automatic doors. Outdoor seating was also captured in the design scope to allow guests a place to wait.

With easy access to a hospitality center full of various beverages in the central lobby and adjacent Client Cafe, clients and visitors would feel welcomed at the onset. With innovative closing options both within the atrium suite of technology rich closing rooms and the exterior drive-up options, there is seamless process making each client's experience tailored and painless.

Conveying trust to CapCenter meant designing an interior reminiscent of home; warm colors, patterns and residential styling with added refinement to signal a professional service environment. Full height glazing was utilized throughout to signify an abstract and literal transparency between company and client.



## APPROACH CONTINUED

Citing safety as one of the top planning criteria, CapCenter Leadership tasked the design team go above and beyond planning guidelines mandated by VA Building Code and the VA Department of Labor and Industry to deliver a best in class workplace for its Associates. Strategies for enhanced personal safety, separation, sanitation and air flow resulted in a high performance building that instills confidence in its users.

Providing an environmentally healthy workplace supports an overall goal of Company Pride. With a batch of new recruits having started remotely, the notion of coming together to work and learn from each other was critical. By providing supportive amenities and a focus on training, CapCenter's leadership could nurture pride within their teams and be a resource for talent development.

*“We wanted a space that enhanced productivity and where our employees felt safe returning to the office during the pandemic.”*

*Kim Coleman, CapCenters' Chief Human Resources Officer*



### MEASURING OUTCOMES

Connections amongst staff foster a stronger internal unity. Using a distributed plan method, with spontaneous touch-points throughout, the environment facilitates interaction and innovation.

*Success was also measured in the intangible, one intern went from never wanting to spend time in the office, to expressing a wish to come in regularly.*