

CASE STUDY: Century 21 All Islands, Hawaii (Oahu, Maui, Kauai and the Big Island)

As one of Hawaii’s largest and most successful real estate agencies, Century 21 All Islands recently found itself in the envious position of needing larger accommodations for its burgeoning business.



The Challenge

While the familiar mantra — location, location, location — ruled, Century 21 also wanted office furniture that complemented the geographic surroundings and aesthetic sensibilities of its upscale clientele. At the same time, they needed practical and efficient workstations for their growing number of agents.

The Solution

After looking at several options, Century 21 chose Maxon Furniture panel and desking systems because of their attractive design and ability to adapt to the unique challenges of each of their new office locations, according to Carl Nakamura of Alexander Brothers Furniture, and Jan Adams of The Island Group. “They also liked the space efficiency of Maxon products,” Carl added.



The project involved developing space plans for several new offices on Oahu, Maui, Kauai and the Big Island. Office sizes ranged from about 20 stations to 50+ stations. Each office had its own challenge.

The new office in Hawaii Kai (Oahu) had a panoramic view of the ocean, which the customer wanted to highlight. “We kept the panels low for the modular stations in the center of the office,” Carl explained. “For the larger offices along the exterior windows, we used glass segmented panels so the view could be enjoyed throughout the office without sacrificing privacy.”



Several of the offices were located in upscale shopping centers and required a look that complemented the decor and colors of the surrounding shops and businesses. “In every case, we were able to find configurations, fabrics and colors that reflected the design and style they wanted,” Carl noted.

In Kahului (Maui), the office was in a plantation home-style building with a wrap-around veranda. “The building was beautiful, but required some creative space planning to convert a den into a conference room, a living room/foyer area into modular workstations for 20+ agents, and the upstairs into paneled offices,” Carl explained. Extraordinary efforts were made to preserve and reflect the building’s historic details.

Maxon Products:	Empower®, Parallel®, Series 2000™ desking system
Project Size:	130+ stations
No. of Sites:	17 offices
Dealer:	Alexander Brothers Furniture
Maxon Representative:	The Island Group
Installs:	3-4 days per site

The offices also required different workstation configurations for the various levels of agents. General agents had smaller rectangular workstations, mid-level agents had L-shaped stations, and upper-level agents had private offices with 80” tall panels with doors, furnished with Series 2000 desking systems.

The Results

Century 21 was pleased with the quality and prices of Maxon products and their ability to help the agency achieve a consistent, high-quality look throughout all their new offices. “This was a big project, and everyone delivered,” said Carl. “The installation went well, the products looked great, the price was right, and — most importantly — the customer was very happy with the end result.”