



**Faster renovations  
make everyone happy.**

"The oversupply means investors have pulled back for now, and there's not as much capital available. But senior living providers need to be sure they're ready to compete when waiting lists start forming."

Many of the industry's biggest and best turn 10% of units per year, an effort that traditionally takes up to four weeks per unit. At a typical rent rate of \$200 a day, that could easily mean a loss of \$6,000 per unit over the renovation period.

For many providers, HD Supply can shrink that window to just three to five days.

It's all made possible by 8 million square feet of distribution space in 45 states. Whether it's lighting, plumbing fixtures or blinds that providers need, product can be in place quickly after units open up—without requiring extensive on-site storage.

"We can take those products and deliver them next day\*, developed to a standard for a scalable model,"

*\*Within 2 days on most orders to most areas.*

# Quick-Change Artists

Time is money when it comes to a renovation project. Here's how an innovative unit-turning process can help your community save both.

**T**ackling a renovation project can seem like a never-ending pursuit, and for those who opt for a traditional room-turn strategy, it might just be.

But HD Supply Facilities Maintenance has created an innovative unit-turning process that brings its senior living clients fast results and gives them a competitive edge in an increasingly tight market.

Using a comprehensive strategy and industry-leading staging solutions, providers using HD Supply's Property Improvement Solutions can minimize rental losses, stay within budget and attract new customers in short order.

Better yet, an experienced team of sales consultants

and renovation coordinators ensures communities get the best value-added features for their dollar while ensuring improvements to resident safety and quality of life.

"There's an aged inventory in place that's competing with new construction," said Cliff Harris, HD Supply Facilities Maintenance Regional vice president of national accounts – healthcare.

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Harris said. “We will turn the room quicker, more efficiently and do it to the spec that the customer designs with us.”

## NO DETAIL TOO SMALL

Nationally, skilled nursing census is at an all-time low, and a glut of new assisted living and independent living facilities has driven occupancy rates down in those segments, too.

Unimproved properties can face the biggest challenge when competing with resort-like new construction for residents. Without investment and upgrades, they’ll be at even larger disadvantage when the senior housing population begins to boom as expected over the next 15 years.

Retaining market share can start with room makeovers that help build a reputation for resident-focused living spaces.

HD Supply’s experts help clients identify improvements that add functionality and vitality, whether they want to spend \$3,000 on a minor turn or \$6,000 on a complete remodel.

“Renovations can be very daunting,” said Hilary Phillips, marketing manager. “But just because you do one thing doesn’t mean you have to do everything.”

The trick is to identify

materials with a big impact that can get to the job site quickly. HD Supply has developed a series of short cuts for its Room-in-a-Box concept.

For instance, today’s senior care shoppers—residents’ children and grand-

children—are looking for high-end upgrades such as custom cabinetry and granite countertops.

Field Sales Director Nick Shishkov says replacing cabinets traditionally has taken up to 10 days. But HD Supply’s in-house fabrication capabilities allow senior living clients to order on-demand cabinet door replacements that can be installed quickly with 8 screws.

HD Supply also can recommend energy efficient products, healthcare signage and technology that may reduce operating costs, benefit the resident and show well.

Many providers paint walls, replace smoke detec-

tors and upgrade plumbing fixtures when a room opens.

Left to their own devices, on-site maintenance teams often purchase replacement parts at hardware stores. That can leave senior living providers vulnerable, as

there is no way to track the supply flow or learn about safety issues in the future.

Because of its extensive experience in the senior living market, HD Supply recognizes important standards and liability issues other renovation teams might miss.

## RIGHT-SIZED INVESTING

HD Supply works alongside providers and the designers and contractors they choose to ensure that projects remain on budget.

In some cases, Room-in-a-Box solutions allow providers to increase rent rates immediately upon completion—an instant way to recoup costs.

Another way to make the process more affordable is to split work into phases.

With a \$1 million budget earmarked from an organization-wide fundraising campaign, Wesley Woods turned to LeadingAge and, in turn, to HD Supply for project management.

In just more than a year, almost every unit in the 47-year-old building got new kitchens, appliances, bathrooms, lighting fixtures, flooring and more. HD Supply materials were delivered to the site in product-type kits about one week in advance of each phase’s launch.

The majority of units were turned in 5 days or less, with three rooms held open for staging and “concierge” units for residents who were displaced during the day. Residents were able to return to their units each evening.

“It was a wonderful thing,” said Debi McNeil, vice president of operations for Wesley Woods. “We got economies of scale we never could have gotten on a one-off basis.... That was critical for us. It was really important that we improve quality of life for our residents and improve our community.” ■

*It’s very simple to get started. Just contact your local HD Supply representative or email ([hdsfmahcna@hdsupply.com](mailto:hdsfmahcna@hdsupply.com)).*

***“We will turn the room quicker, more efficiently and do it to the spec that the customer designs with us.”***

— Cliff Harris, HD Supply