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FURNISHINGS

# The Marshall

at Birmingham

OFF-CAMPUS HOUSING | sf

## The Partner

The Marshall, an off-campus student housing property primarily serving the University of Alabama at Birmingham (UAB), was one of our latest projects with The Aptitude Group, a New Jersey-based development company. Known for their commitment to creating visually distinct and trendy spaces, The Aptitude Group sought to establish a "boutique" aesthetic that would set The Marshall apart in the competitive student housing market.

Having previously collaborated with Smarter Furnishings on a project in Syracuse, New York, The Aptitude Group turned to us once again to bring their vision to life in Birmingham. The goal was to furnish 409 beds at The Marshall with a unique, branded collection that would resonate with students and stand out in the market.

## The Process

Our approach for The Marshall was to develop a new upholstery collection called Edgewood. In addition to Edgewood upholstery products, this project called for over 4,128 custom media units, coffee tables, writing desks, headboards, and headboard shelving units.

Installation was originally set for the end of July 2022, ahead of the fall semester. But in February, after UAB secured a contract to host athletes for The World Games that summer, The Aptitude Group requested an accelerated deadline, moving the completion date up by two months to the end of May.

“When asked to deliver ahead of our contracted installation date, our installation crew managed to deliver with the same outstanding customer service.”

-Dean Harvison

Even with advance notice, meeting this new deadline required us to pivot quickly, expediting logistics and adjusting our already ahead-of-schedule timeline. Despite certain time challenges that come with custom furniture projects, clear communication and a proactive approach ensured this installation was completed on time without compromising on quality.

## The Outcome

The early completion of The Marshall's furnishings not only met the urgent needs of UAB and The Aptitude Group, but also led to unexpected financial benefits. The property, typically quiet during the summer months as many are in this industry, saw increased revenue during June and July thanks to the influx of athletes for The World Games.





As a result of this project, The Marshall stands as a modern standard for downtown student living, with its custom furnishings featuring solid joinery, steel bases, and the assurance of Smarter Furnishings' industry-leading 25-year warranty on all casegoods. Impressed with our dedication to efficiency,

The Aptitude Group awarded Smarter Furnishings the next phase of their project: The Marshall on Fifth, which was completed in 2024. Today, our partnership with The Aptitude Group continues to thrive, marked by open collaboration and a shared commitment to excellence at every turn.



We believe you deserve a partner that will give you peace of mind with proven furniture solutions.

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