CASE STUDY
QUICKEN LOANS
2013
Quicken Loans is America’s largest online retail mortgage lender located in Detroit, MI. For the last 27 years, it has built a sterling reputation for customer service and has also consistently been ranked as one of America’s best places to work.
Quicken loans makes Opportunity in Detroit.

In August 2010, Quicken Loans moved its headquarters from the suburb of Livonia to the heart of Detroit’s struggling business district. Its family of companies’ downtown campus now spans seven buildings. In the center is Detroit’s historic Campus Martius park, which Quicken Loans equipped with wifi for team members to work outside.

As Quicken Loans prepared for the move, its facilities experts gathered feedback from team members on mock-ups of new spaces. When it came time to design the new buildings, they truly knew how to best support their team members.
Moving gave Quicken Loans the opportunity to start from scratch and custom design work environments for its team members. In addition to valuing and holding team member feedback in the highest regard, Quicken Loans has a progressive approach to space design.

For the Qube Building (formerly the Chase Building), Quicken Loans chose bright colors and a theme based on gaming culture. The goal was to create an environment that evoked the same feelings as playing a video or board game, especially energy and collaboration.

“Quicken Loans focuses on the end-user. We think about each space in terms of who uses it, how they use it and ‘why?’ We use our company’s culture as a guide when considering how team members interact, how they work together and how they innovate.” These factors inform the way we design our spaces.”

Melissa Price, Director of Facilities and Business Office Services
Spaces and Culture Inspired By Gaming—
Overall Project Goals & Focus – Collaboration

At Quicken Loans, collaboration starts at the workstation level, where the walls are very low and team members have constant eye-contact with each other. Areas like the kitchen are inviting and encourage people to interact with each other. Common spaces are always busy.

“If a space isn’t being used, we re-do it.”

Andrew Modok Lemanek,
Team Leader, Focused on Imagitivy
Quicken Loans believes when team members know they are cared about in every way they are more productive.

Quicken Loans constantly finds a better way to keep the workplace different and continues to make the environment an experience — not just a place to work.

“We want our team members to have fun and feel comfortable. Coalesse has helped us in so many ways with furniture because we find it responds to our team members’ needs and comforts. It is super important that we provide a casual environment that is actually comfortable, too.”

Melissa Price, Director of Facilities and Business Office Services
Comfort, relaxation & fun–
Creating destinations and using color in an environment stimulates interaction. Mobility is also a key issue, especially with younger generations. People need to walk around, and the ancillary spaces make Quicken Loans come alive; you can go up to the roof and continue the conversation.

Jaimelyn Neher, LEED AP BD+C
Neumann/Smith Architecture
Going in a direction that creates completely personalized spaces, Quicken Loans is trying to figure out the perfect workspace. The goal is to provide a variety of spaces that support each individual team member’s needs.

“We are challenged and bored by the fact that we have put most people in a cube, and even though it is sit-to-stand with low walls and bright colors, it is still a cube. Quicken Loans’ belief system is that not everyone works best in a 6x6 cube—that’s why we’ve done everything we can to accommodate each team member by offering sit-to-stand desks and throwing out the beige corporate theme that appears at most companies. But we have done it because it is easy to manage and we can mash everyone in. It’s lazy in a sense and a little complacent. We’ve challenged ourselves to find a better way.”

Melissa Price, Director of Facilities and Business Office Services
Live, Work, Play
“We are never done with a building. We finish it so we can get our people in it, but we are constantly growing and evolving by adding new features to each building every day.”

Melissa Price, Director of Facilities and Business Office Services

Quicken Loans is constantly keeping an eye out for the edgy, weird and different because it pushes its people to grow and improve. At the core of the company is the belief that there is always a better way.
**Project Information—& Contact Info**

Numbers represent square footage occupied by QL/Family of Companies team members:

Qube: .............................................................. 293,688 square feet  
Chrysler House:  ............................................ 145,079 square feet  
Compuware: .................................................. 479,192 square feet  
One Woodward: ........................................... 86,568 square feet  
One Detroit: .................................................. 71,043 square feet  
M@disn: .......................................................... 17,472 square feet  
First National Building: .................................. 193,036 square feet  
Campus Martius (local park with wifi) .... 108,900 square feet  
**Total:** .............................................................. 1.28 million square feet and growing  
Number of team members ......................... 7,500 and growing  
Percentage of total collaborative area: ...... 20% or 260,000 square feet

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