



BATH FITTER®

CASE STUDY

Bathroom makeovers in Phoenix

From one demo to hundreds of units with an all- in-one-solution!

Mid-America Apartment Communities, Inc. (MAA) is a publicly traded real estate investment trust. With a total of 300 apartments, containing over 100,000 units, MAA is the largest owner of apartment buildings in the United States. Bath Fitter has worked with MAA a number of times in the past, mostly on the properties around their home-base of Memphis, Tennessee.

In October 2023, MAA acquired a brand-new mid-rise property in Phoenix, Arizona. The building and its apartments were stunning, but some of the original steel tubs had been damaged during construction. The scratched tubs had been resurfaced, but less than two years later, the paint was already peeling on almost half of the units. MAA needed a high quality, durable solution that would involve minimal fuss for their residents, so they placed their trust in Bath Fitter.



What we installed:

- Free standing tub
- Genova wall
- Double corner shelf



MAA was initially unsure about the best path forward. Should they just switch out the tubs or opt for a complete bathroom makeover? This is where the Bath Fitter team was able to lend years of valuable experience to the discussion. "Simply changing the tubs and leaving other elements in place, such as the tiles and accessories, would have led to further maintenance costs down the road," explains Bath Fitter B2B Bath Fitter Commercial Sales Consultant, Mark Sorlie, who led the project. "Thankfully Bath Fitter had the ideal all-in-one solution – our free-standing tub with Genova wall and accessories."

Result:

"We completed a test unit, so MAA project managers could see and experience the quality first-hand and they were immediately sold on the solution," says Sorlie. In February 2024, a team of four Bath Fitter installers from the branch in Scottsdale, Arizona, started work, and by May they will have completed the 129 units that were selected for renovation.

"We've been in constant contact with MAA management throughout this project and their feedback has been really positive," says Sorlie. "They have been particularly appreciative of our thoroughness and attention to detail. We've even had positive comments from the tenants of the building who are happy our the transformation to their bathrooms."





A SEAMLESS WALL

Non-porous. No grout. You'll never have to spend the time and money required to re-grout. Bath Fitter baths and one-piece vertically seamless wall systems stay shiny and bright throughout their lifetime.

B INTEGRATED ORGANIZATION

Choose from a variety of storage options and mixers that will satisfy your needs for the bathroom. Plenty of storage, and all made of the durable high-gloss acrylic that will stand the test of time.

C GRAB BARS

A great safety addition to your bath or shower remodel. Grab bars are available with a smooth or textured design and in a variety of finishes.

WHY BATH FITTER®?

Bath Fitter stands behind every aspect of our business.
Vertical Integration ensures that our products meet both our rigorous standards and yours.



Best in class warranty

Committed to product durability.
High-quality materials built to last.



Durable and strong

Products to ensure longevity,
reliability, and daily usage.



Easy to clean, virtually maintenance free

Boost tenant satisfaction, reduce
cleaning and repair needs, and
maintain high occupancy rates.



Installed in hours, not days

Flexible install schedules to
minimize downtime to maximize
your business revenue.

CONTACT US FOR MORE INFORMATION

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DONE SMART. DONE RIGHT.

 **BATHFITTERCOMMERCIAL.COM**

