

**DEALERPOLICY**  
Headquarters  
Williston, VT

**Project Partners**  
SGA Architecture | Planning

**Trends**  
Technology Integration  
Collaboration  
Attract + Retain  
Brand + Culture

**Solutions**  
Furniture  
Demountable Walls  
Technology



Boardroom © Ryan Bent Photography

## DealerPolicy creates new corporate headquarters to support explosive growth

An insurance disruptor and technology innovator, Dealer Policy believes engaging its' own people the key element to growing the company. The emerging Insurtech sector leader created its 45,000sf Vermont headquarters for the 250 employees with growth in mind. The environment is designed to attract and engage talent, giving its employees choice and control, and supporting its brand and culture. DealerPolicy's software enables car-buying customers the opportunity to purchase insurance by connecting them with licensed insurance agents at the car dealership or after they arrive home with their new car.

## Company culture at the forefront of inspiration

From the very beginning, DealerPolicy's CEO, Travis Fitzgerald, wanted to create a collaborative and progressive culture. He thought about space in a creative way, ensuring that the workplace was aligned with his fast-paced and evolving vision for the company.

To support activity-based work, each person has a dedicated desk (130) in the office or landing zones (40) for remote workers with the option of moving to pods, separate huddle rooms, or even sofas to finish their work. Each neighborhood has a designated breakout area with lounge seating and meeting tables as well as private meeting rooms. The neighborhood color palette used the company's primary colors black, red, blue, and silver, while the social spaces use a mix of fun, bold colors like magenta to create a high-energy environment.



Enclosed huddle room

## DEALERPOLICY

### Headquarters

Williston, VT



3<sup>rd</sup> Floor Work café



Ping Pong Room



Developer Workstation

### Focusing on productivity

In need of a space that supports innovative thinking and impromptu collaboration, DealerPolicy embraced the idea of an ecosystem. This translated into mini ecosystems of focus work areas combined with both open and closed meeting spaces to a variety of collaborative settings. Glass demountable walls allow natural light to flow through the space for everyone to enjoy. Display monitors that track sales goals and successes are located throughout the space and viewable from every seat.

When employees want to balance working and socializing, they head to one of the work cafés located on each floor. Whether they are grabbing a bite to eat or working on a project, each work café supports a variety of postures through a range of furniture, all with access to power in each table.

The DealerPolicy University is composed of a large flexible training space with individual and mobile displays, as well as smaller huddle and conference break out spaces and a hospitality area. Located adjacent to the first-floor work café, the University space encourages people to chat and socialize while learning.

### Completing fit and finishes in a tight deadline

Red Thread worked alongside Ashley Carlow from Highline Design Studio to ensure seamless execution in a tight window of time. With just 16 weeks from final design to occupancy, the Red Thread team used our expertise to meet the quick completion date and turn DealerPolicy's vision of creating a cutting-edge, high-technology space into reality.



DealerPolicy University Classroom



2<sup>nd</sup> Floor Work café