

Laguna Beach, California

PROVENANCE REALTY GROUP



The Problem

Before Provenance Realty Group moved into its new headquarters in Laguna Beach, California, the luxury brokerage needed a cooling upgrade for the 30-year-old space, which had an air conditioning system that was just as old. Replacing the aging units was costly and wouldn't address the other pressing issue: aesthetics. The space had a 30-ft (9.1-m) vaulted ceiling that was "ugly," said Provenance Realty President Dan Melhase, who wanted the office to reflect the multimillion-dollar homes they sold. In fact, before he even knew the cooling benefits of Big Ass Fans® he wanted one simply for the high-end look.

The Solution

Provenance Realty installed an Essence® by Big Ass Fans® to solve its air circulation problems at a fraction of the cost of overhauling the air conditioning in the leased office space. In the process, the company got a sleek, eye-catching design element that speaks to its clientele without ever making a sound. The Essence makes the entire 2,200-sq-ft (204-m²) space feel an extra 10°F (5.6°C) cooler, says Melhase. Since the company's opening, he has received nothing but compliments on the fan from both well-to-do clients and curious passers-by. "We wanted something that was beautiful and modern," says Melhase, and they got it.

**"EVERYBODY'S BEEN AMAZED
AND WOWED BY IT. IT FITS
OUR SPACE PERFECTLY."**

Dan Melhase, president
Provenance Realty Group