

WHO IS OUR IDEAL CLIENT?

HOW DO WE REFER TO THEM?

Commercial Real Estate Developers

WHAT DO THEY REALLY WANT?

Smooth Process, Responsiveness, Reliability,
'Make me look good', Professionalism,
Expertise/Know-how

WHAT ARE THEIR STRUGGLES?

WHAT IS THEIR GREATEST PAIN OR CHALLENGE IN
THEIR JOB OR INDUSTRY?

Slow-downs, Delays, Cost over-runs,

WHAT EXTERNAL PAINS/PROBLEMS PREVENT THEM
FROM GETTING WHAT THEY WANT?

Community(ies)/City councils/HOAs
Inaccurate budgeting, Financing
Permitting/Zoning
Market/Economy/Trends
Natural Disasters/Weather

WHAT INTERNAL FEARS/INSECURITIES PREVENT
THEM FROM GETTING WHAT THEY WANT?

Second-guessing
Did I make the right decision???
Am I timing this right?

WHAT LARGER ISSUES ARE AT HAND? WHAT IS
WRONG WITH THEIR INDUSTRY? WHAT IS UNFAIR?

I shouldn't have to worry if I can trust my
contractor.

WHAT IS OUR ROLE?

WHAT IS OUR BRAND PERSONALITY?

Hero Archetype

WHAT CAN WE SAY THAT SHOWS THAT WE
UNDERSTAND WHAT THEY ARE GOING THROUGH?

You shouldn't have to sacrifice quality to get
your project on budget.

WHAT AUTHORITY OR CREDIBILITY DO WE HAVE TO
BE ABLE TO HELP THEM?

Testimonials
Experience (35 yrs/\$2B)
Completed Projects
Project Mgmt Capabilities/Technology
Team

HOW CAN THEY TAKE TO GET WHAT THEY WANT?

WHAT ARE THE 3-5 STEPS THEY NEED TO TAKE TO
START WORKING WITH US?

1. Get in touch.
2. Tell us your vision.
3. We'll get it done.

IF THEY ARE WILLING TO TAKE THESE STEPS, WHAT
CAN WE OFFER OR PROMISE TO REDUCE THEIR
RISK AND MAKE IT EASIER FOR THEM TO SAY YES?

We'll be there with you every step of the way!

The earlier we are involved, the more value
we can provide.

WHAT IS OUR CALL TO ACTION?

WHAT IS THE FIRST ACTION THEY WILL TAKE TO GET
WHAT THEY WANT?

Schedule a FREE Consultation

IF THEY ARE NOT YET READY TO TAKE ACTION,
WHAT CAN THEY DO IN THE INTERIM TO LEARN
MORE OR GET PREPARED?

Download our 5-step guide to saving money
and avoiding delays on commercial building
projects.

SUCCESS

WHAT DOES THEIR SITUATION LOOK LIKE WHEN
THEY TAKE ACTION WITH US?

On time/On budget project working with a
consistent team and transparent process

WHAT DO THEY ACHIEVE OR GET?

A successfully completed project

WHAT IS THE ULTIMATE BENEFIT

A smooth and successful project process
without any headaches and hassles - no
surprises

FAILURE

WHAT DOES THEIR SITUATION LOOK LIKE IF THEY
DO NOT TAKE ACTION WITH US?

Potential cost overruns, permit and
scheduling delays, lot's of surprises.

WHAT DO THEY LOSE?

Money, time, peace of mind

WHAT IS THE ULTIMATE RISK?

Project failure/abandonment



HOW CAN THEY EXPECT TO CHANGE?

FROM (THEIR CURRENT SITUATION)

Uncertainty/Doubt
Fear of failure
Zero (abandoned projects)
Impossible

TO (THEIR DESIRED SITUATION)

Trust/Confidence
Peace of mind/Promise delivered
Hero (rescued projects)
Possible