



Advanced Preconstruction Services for Profitable Growth

PRECONSTRUCTION IS **NOT** ESTIMATING REBRANDED

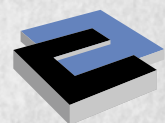
Leverage 360 Degrees of Perspective to
Improve Your Preconstruction Services

- Architect
- General Contractor
- Developer
- Owner's Representative

We've created a structured program for General Contractors at any stage of development guaranteed to improve preconstruction service offerings, including how to sell those services as a differentiating factor. Our program is broken down into seven distinct phases and tailored specifically for your company:

- *Assessment, Rapid Improvements and Improvement Roadmap*
- *Developing the Preconstruction Workflow – From Napkin to Nails*
- *Building the Right Preconstruction Team*
- *Effectively Communicating with the Architect and Owner*
- *Conceptual Estimating Strategies, Tactics and Tools*
- *Presenting the Value of Your Preconstruction Services*
- *Contracting Methods for Preconstruction Services*

Contact Raymond Braswell
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TRAINING OVERVIEW

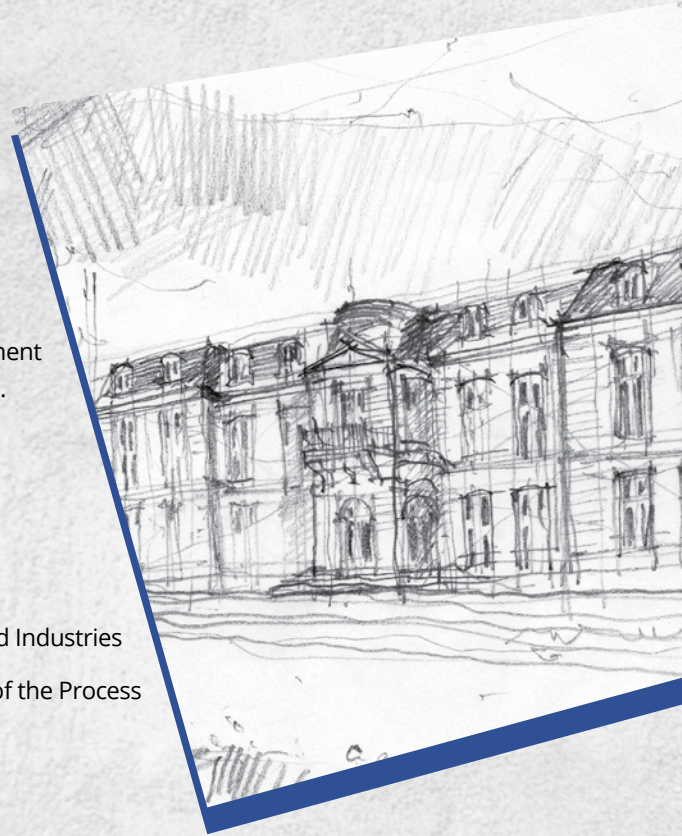
1 *Current Process Assessment » Rapid Refinements » Roadmap*

- Structured Team Interviews
- Current Markets / Market Strategy
- Key Relationships – Architects / Engineers / Project Owners
- Design Assist Capabilities and Communication Tools
- Estimating Tools and Systems
- Proposal Content and Format

RAPID REFINEMENTS will be made to your processes during the assessment stage while the improvement roadmap and timeline are being developed.

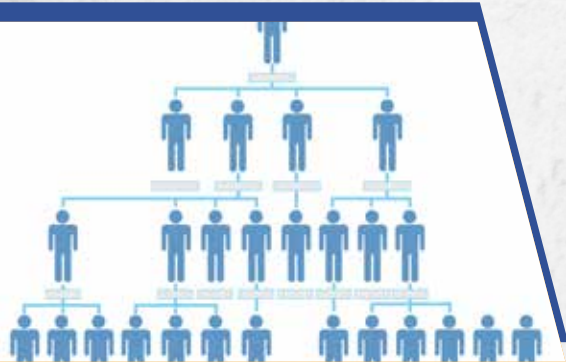
2 *The Preconstruction Workflow(s) – From Napkin to Nails*

- Defining the People and Roles Involved in Bringing a Project to Life
- Building Company Specific Workflows for Different Project Types and Industries
- Understanding the Responsible Roles and Outcomes for Each Step of the Process
- Typical Timelines and Critical Milestones
- Presentation and Interview Team and Style



3 *Building the Best Preconstruction Team*

- Key Roles and Responsibilities
- Effective Integration With Business Development, Estimating and Operations
- Measurable Outcome Based Job Descriptions
- Recruiting the Right Talent If Necessary



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Working with D. Brown Management is like having a team of very well-rounded executives working closely with you to solve a variety of business problems on an as-needed basis.

4 *Managing Effective Communication with the Architect and Owner*

- Understanding Design Intent and Adding Value to the Process
- Establishing Money as the Common Language
- Quantification, Specification and Presentation of Assumptions in the Conceptual Estimate
- Develop Agenda Templates for Key Meetings



5 *Estimating – Conceptual through 100% Drawings*

- Methodology of Preparing a Conceptual Estimate
- Building and Maintaining a Cost Database
- Role of the Subcontractor in Preconstruction
- Presenting Estimates to Architects and Owners
- Documenting and Presenting Changes During Design Development

6 *Presenting the Value of Your Preconstruction Services*

- Business Development and Preconstruction Working Together
- Presenting Value of Preconstruction Services In Proposals and During Interviews
- Developing Marketing Collateral and Standard Boilerplate Information for Proposals
- Presenting the Project Timeline With Milestones – Not Too Many; Not Too Few
- Presenting Key Technical and Financial Aspects of the Project, including Value Engineering

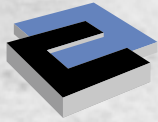


7 *Contracting Methods for Preconstruction Services*

- Different Contracting Methods – Pros and Cons
- When and How Much to Charge for Preconstruction Services

“We know that business is not a one-size fits all, so we like to start with a simple conversation so both parties can learn about each other with no obligation.”

- Raymond Braswell



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Full Service Industry Consultants

HELPING CONTRACTORS GROW PROFITABLY



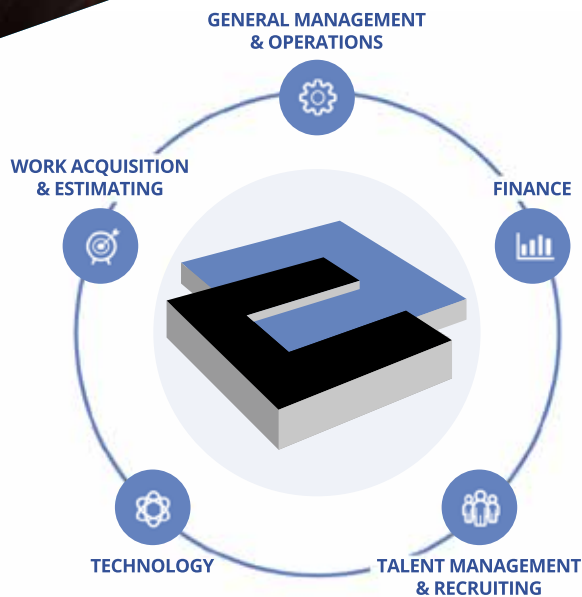
Raymond Braswell

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Raymond Braswell began as an architect but moved into the construction side of the industry early in his career. Over a 20 year period he was President of two construction companies. The first was a \$20 million firm which he grew to over \$400 million through securing clients such as Marriott and Disney Development Company. The second firm was a \$60 million firm which he grew to over \$900 million in annual volume including the construction of a \$285 million casino constructed in 14 months.

He continues to consult Real Estate Developers by interviewing and selecting Architects and Contractors for their projects. In this way, he has an understanding of the needs of an Owner/Developer and how the Contractor needs to position themselves in order to attract new business.

Raymond's unique perspective from his experience in architecture, construction and development can be an invaluable resource in assisting your company.



D. BROWN MANAGEMENT helps contractors grow profitably.

We believe the construction industry is an integral part of the backbone of our country and we exist to help contractors build stronger businesses for the next generation.

We use a hands-on approach to help our clients to integrate strategy, work acquisition, operations, technology, talent development and financial management. With D. Brown Management, organizations will improve processes, productivity, and ultimately profitability.

Everyone on our team has deep experience in the construction industry including many coming from senior leadership positions at ENR Top 400/600 sized contractors.

SOLUTIONS

- Management Advisory
- Assessment to Road map
- Training Workshops
- Peer Groups
- Special Projects
- Agile Development

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