

Prove it - I want to see the ROI

- We capture project data from our subscribers as they are creating their specifications.
- What does this mean for you? You can not only track the success of your listings, you can also see how well your competitors are doing.

2 reports - 1 powerful way to measure your return on investment:

- **Usage Reports**

We can show you exactly how many times your sections were used on actual projects. **Not “hits” or “downloads” – but actual instances of specification.**

- **Project Detail Reports**

In addition to the numbers, we can show you the actual projects. SpecLink-E captures detailed data about individual projects that have specified the sections that are of interest to you, organizing the information first by state, then by design firm, and then by project.

"Despite initial doubts, and having a notoriously hard product to specify, SpecLink-E literally got us spec'ed on over 100 projects our first year."

Jeff Snyder
Architectural Sales Manager
Wagman Metal Products

"Unlike other spec tools, no one has to find our products in SpecLink-E; our products find them - as they are writing the spec."

Karen Maslow
VP of Marketing
Besam

"SpecLink-E put our products in front of the right people at the right time – The results speak for themselves."

Cindy Kahlstrom
Marketing Development
Sheffield Plastics

"If you're not in it, you're not being specified."

Robert Paul Dean
President
BSD



Building Systems Design, Inc.
3565 Piedmont Road NE
Two Piedmont Center, Suite 300
Atlanta, Georgia 30305

p. 404-365-8900 • f. 404-365-8912 • www.speclink.com/bpm



Executive Overview



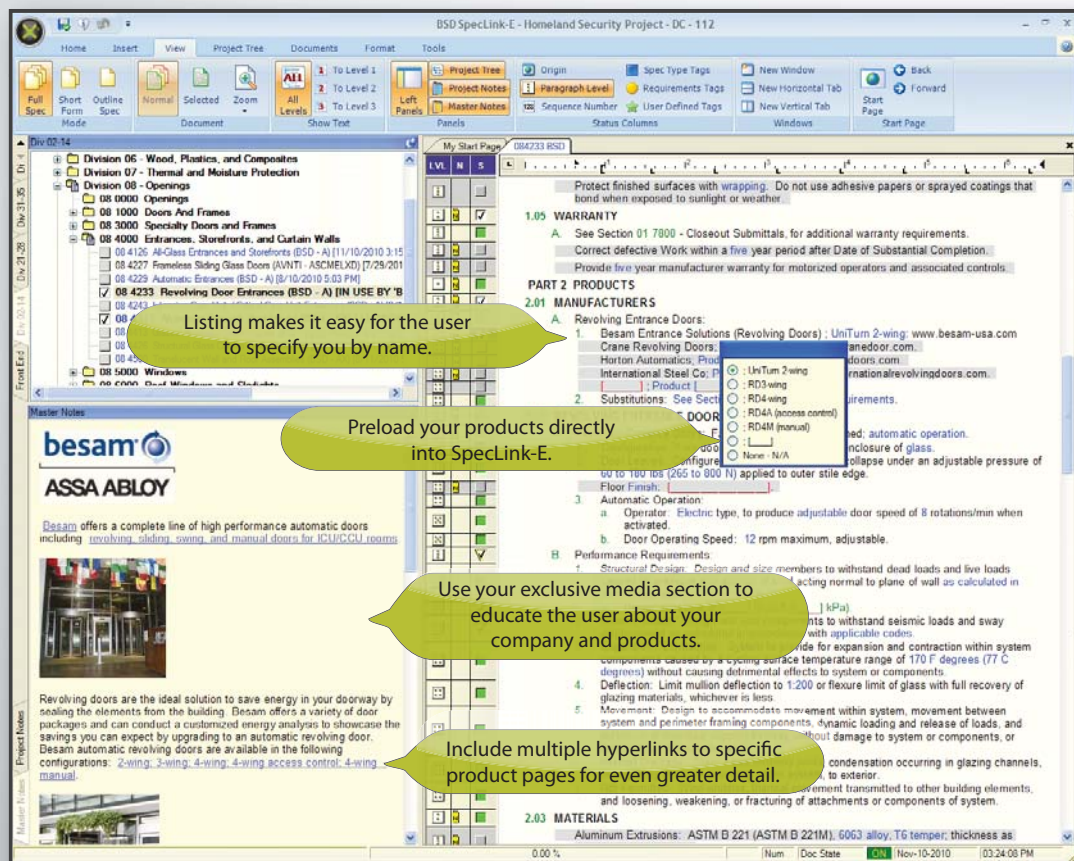
What is SpecLink·E?

- This is not another website or a directory; this is an actual spec writing application.
- SpecLink-E is a unique spec production tool that is sold to design professionals.
- Architects and engineers use SpecLink-E to produce project specifications and to specify products like yours.

Why do architects and engineers purchase SpecLink-E when they can get specs for free online? When managing a large number of projects, design professionals need a better way to organize, update and manage their specifications.

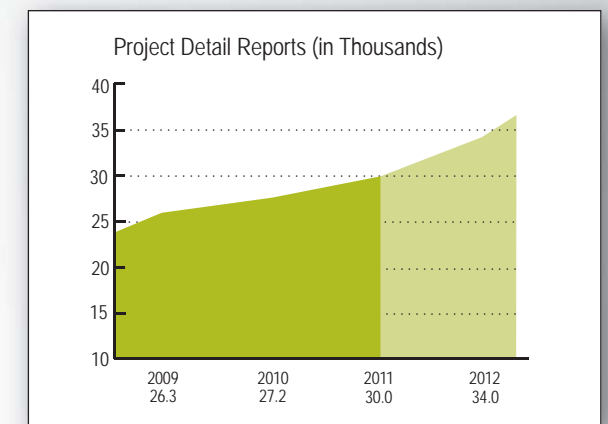
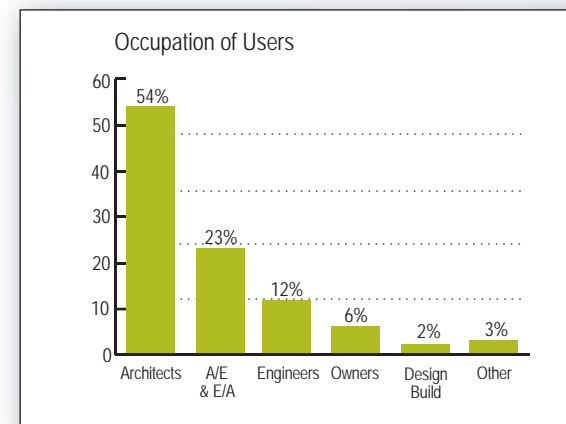
We're sure you have some questions...

- **Who uses SpecLink-E?** The typical users of SpecLink-E are project managers, architects and engineers at midsize to large firms.
- **How many architects and engineers use SpecLink-E?** Over 10,000 design professionals across 1,800 firms.
- **What types of projects are being specified?** SpecLink-E is used to specify a wide range of commercial, industrial and institutional projects.
- **How many projects get specified using SpecLink-E?** Last year specifications for over 25,000 projects were created using SpecLink-E, and manufacturers were specified by name over 3.6 million times.
- **Do you simply post our specs?** Rather than simply making your specification sections available for downloading, we add your product data to our master database, which allows our subscribers to seamlessly integrate the information into their office master specifications.



Why SpecLink·E?

Last year over 25,000 projects were specified using SpecLink...



- **What does it mean to be a listed manufacturer?** Simply stated, thousands of design professionals will see information about your company and products at the exact moment they are specifying the types of products you make.
- **How much of my time is required?** Typically, you will invest no more than 4 hours assisting our spec team with the details of your listing.
- **What do I have to provide?** We require pictures, descriptive text and a few other details specific to your products.

What can SpecLink·E do for me?

- **We make sure you are included in the master text.** Unlike a directory that relies on architects and engineers to find your products by searching, SpecLink-E makes sure your products find them.
- **We help design professionals specify your products correctly.** Our built-in intelligent links, notes to the specifier, and hyperlinks to your website provide the specifier with relevant and timely product information, maximizing the likelihood of correct specifications.
- **We can prove the results.** SpecLink-E provides reporting specific to the sections that are of interest to you and includes both frequency of use and details of individual projects that have used those sections.