



# The Unique Dodge Project News Advantage



“ The Dodge data has been instrumental in growing our revenues and establishing new relationships in a rapidly changing and competitive business environment.

- Richard Guzman, Rosendin Electric ”

# THE UNIQUE DODGE ADVANTAGE

## Leading Source of Construction Information

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The Commerce Department's Bureau of the Census uses the MHC Dodge Reports as a primary input to its *Value of Construction Put-in-Place* measure of construction spending, which in turn is an input to the Bureau of Economic Analysis' calculation of U.S. Gross Domestic Product (GDP). McGraw-Hill Construction Dodge has been designated as the sole-source provider of construction project information to Commerce for this purpose based on the comprehensiveness of its data coverage.

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McGraw-Hill Construction Dodge understands how critical it is to know the market. Through Dodge, McGraw-Hill Construction provides a comprehensive, timely, and precise repository of projects, companies, people and analysis to the industry. Because of the quality of Dodge content, our customers spend less time doing research and more time connecting with key contacts to close sales and win jobs.

Over one million construction and design professionals confidently choose McGraw-Hill Construction to meet their business goals. Our customers rely on Dodge project information to build strong relationships, identify new business opportunities, generate new business ideas and work more profitably and productively.

When choosing a construction information provider, it's important to understand how and why Dodge stands apart from any other source of construction information and intelligence.

The Unique Dodge Advantage—Dodge enriches skeletal project information through its network of local reporters so that customers can find the products, materials, and services needed for each project.

**McGraw\_Hill CONSTRUCTION Network**

<b>Metro Diner Restaurant</b>	201000575243 v3
Shops at Jurlington Creek, on San Jose Blvd JACKSONVILLE, FL (DUVAL) 32223 USA	<b>* Action Stage:</b> Sub Bidding, Construction Documents <b>Bid Date:</b> <b>Valuation:</b> *C <b>*Project Delivery System:</b> *Design-Bid-Build <b>*Target Start Date:</b> *08/01/2010 <b>Owner Class:</b> Private

<b>Project Type:</b>	Food/Beverage Service.
<b>Report Type:</b>	Project & ITEM
<b>Sub Project Count:</b>	0
<b>First Publish Date:</b>	06/04/2010
<b>Prior Publish Date:</b>	07/21/2010
<b>Publisher:</b>	McGraw-Hill Construction Dodge
<b>Type of Work:</b>	New Project
<b>Type of Item:</b>	NEW TRADE
<b>Item Code:</b>	*Various Trades
<b>Status:</b>	All Subcontractor & Supplier Bids to General Contractor ASAP
<b>Status Project Deliver System:</b>	Design-Bid-Build
<b>Publish Date:</b>	07/28/2010
<b>Submit Bids To:</b>	General Contractor
<b>Architect:</b>	<b>Fisher &amp; Koppenhafer Architects.</b> Michael S Koppenhafer (Architect), 9104 Cypress Green Dr, Jacksonville, FL 32256-7779 (USA), Phone: 904-3670077, Fax: 904-3670008, E-mail: mkoppenhafer@fisherkoppenhafer.com, URL: http://www.fisherkoppenhafer.com/
<b>Civil Engineer:</b>	<b>Phillips Civil Engineering.</b> Matthew J Phillips PE (President), 1524 Smith St Ste 101, Orange Park, FL 32073-4817 (USA), Phone: 904-2781121, Fax: 904-2781021, E-mail: info@phillipscivil.com, URL: www.phillipscivil.com
<b>Electrical Engineer:</b>	<b>First Coast Consulting Engineers.</b> Paul H Bohres (Principal), 4720 Salisbury Rd, Jacksonville, FL 32256-6101 (USA), Phone: 904-8808860, Fax: 904-2308860
<b>General Contractor:</b>	<b>JLC Southeast Construction.</b> Keith Butler (Project Manager), 1575 Northside Dr NW Building 100 - Suite 200, Atlanta, GA 30318-4235 (USA), Phone: 404-3522800, Fax: 678-4205342, E-mail: Keithb@jcsoutheast.com, URL: www.jecraw.com
<b>Landscape Architect:</b>	<b>Edge Design Group Planners-Landscape-Graphics.</b> J Michael Esposito, PO Box 8777, Orange Park, FL 32006-0017 (USA), Phone: 904-8131921
<b>Mechanical Engineer:</b>	<b>First Coast Consulting Engineers.</b> Paul H Bohres (Principal), 4720 Salisbury Rd, Jacksonville, FL 32256-6101 (USA), Phone: 904-8808860, Fax: 904-2308860
<b>Owner (Private):</b>	<b>Metro Diner.</b> John Davoli (Owner), 3302 HENDRICKS AVE, JACKSONVILLE, FL 32207-5302 (USA), Phone: 904-3983701, URL: http://www.metrodinerjax.com
<b>Structural Engineer:</b>	<b>G M Hill Engineering Inc.</b> Gina M Hill (Principal), 303 Clearwater Dr, Ponte Vedra Beach, FL 32082-4173 (USA), Phone: 904-2808244, Fax: 904-5438598, E-mail: ginhill@gmhillengineering.com, URL: http://gmhillengineering.com/
<b>Plans Available From:</b>	General Contractor -
<b>Plans Available From:</b>	McGraw-Hill Construction Dodge
<b>Structural Information:</b>	1 Building/1 Story Above Grade / 0 Story Below Grade / 2,700 Total Square / Building Frame: Wall Bearing

Easy access to project types

Timely identification of construction stage

Construction process

High-value key contacts

Plans available through Dodge

Critical structural information



# Information-Rich Dodge Report vs. Generic Information Found on the Web

**Second Metro Diner Planned for Mandarin, Roger Bull/Times Union** POSTED JUNE 3 2010 - 3:48 PM  
Advertisement

The owners of Metro Diner are going to build a second one, just like the other one. After a year of negotiating a lease, John Davoli, who owns the San Marco restaurant with his son Mark, said construction should begin soon on a 2,700-square-foot restaurant in the Shops at Jurlington Creek, a South Mandarin shopping center anchored by Fresh Market. The new restaurant will not only feature the exact same menu - just breakfast and lunch - as the San Marco location, it will look the same. The stand-alone building will be a replica of the original.

Davoli's son John will run the Mandarin restaurant. Fisher Koppenhafer Architecture and Interior Design is the architect, and Davoli said a contractor will be chosen in the next week or two.

He's expecting to open no later than November. Meanwhile, Davoli is still waiting for the Metro Diner episode of "Diners, Drive-ins and Dives," which was filmed in February, to air.

# THE DODGE NEWSGATHERING ENGINE

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**Our long-standing local relationships with owners and the AEC community allow us to provide our customers with hard-to-find additional project details including:**

- An expanded list of project contacts
  - Structural information
  - Product information
  - Timely information on stage of construction
  - Outstanding coverage of complex construction processes
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## **Integrating Technology and Relationships**

Any information provider is only as valuable as its newsgathering operation. McGraw-Hill Construction Dodge employs a unique newsgathering engine that integrates the use of technology with our long-term relationships in local markets. It is this process that enables the delivery of comprehensive, high-quality and timely project information—and that sets us apart in the industry. Dodge project information gives customers the competitive edge in finding the right opportunities and winning business.

At any point in time, MHC Dodge's real-time project database covers over 200,000 distinct players associated with over 475,000 active construction projects in North America, valued at over \$2.6 trillion. We apply technology to search over 20,000 websites—but we do not stop there. We make contacts to enhance the information or verify the data. In addition, we have established relationships with the most active firms to consistently report on their often complex projects, and add more value to the information than is accessible from external sources only.

## **Extensive Private Work**

Our reporters average over 14 years of industry experience, and they have built long-standing relationships with the most active sources across North America. These trusted relationships allow our reporters to not only provide information on public jobs, but also the coveted private work so critical to our customers.

MHC not only collects information from the web and newspapers, but we also use our long-standing local relationships with owners and the AEC community to enrich the Dodge data.



In today's competitive business environment, having timely information about our market and customers equates to more sales. McGraw-Hill Construction has been a valuable partner of InterfaceFLOR for several years. Dodge data has provided the conduit to engage in more projects earlier in their life cycle, which has resulted in a 30% increase in our sales pipeline and translated into increased revenues and profits for our organization. MHC has been instrumental in helping us tailor the information to create processes and reports to measure our market penetration and track our results.

*-Mark Iberri, LEED AP, Regional Vice President, InterfaceFLOR*

# COMPREHENSIVE INDUSTRY COVERAGE

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Our expansive and unique newsgathering operation enables us to report on projects early, with critical project detail included. We alert our customers to 80% of the General Building projects over \$200,000 in planning or bidding prior to construction start. Dodge customers get access to key project information with the comprehensive detail that enables them to select the right projects and win more business.

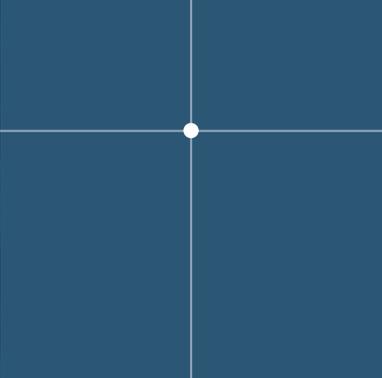
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## Robust Reporting, with Detailed Project Information

The broad, comprehensive coverage of the Dodge database is measured and validated by collecting and matching building permits to our projects.

Project types in the database include: office buildings, hospitality, healthcare, education, manufacturing, retail, government, multi-family and single-family residential projects, as well as civil/infrastructure projects such as highways, bridges, water treatment, electrical power projects and more.

- Over 475,000 active projects annually
- Over 50% of non-residential general building construction dollars reported are for private work
- Average of 25,000 new Dodge reports issued monthly
- Over 5,000 daily project updates
- 65,000 sets of plans and specifications annually
- 29.6 million pages of easily searchable product- and material-rich details
- Complete bidders lists on 85% of all projects
- 1.4 million industry decision makers



## Quality Customer Care

Our professional customer care team is dedicated to providing training and support to increase adoption and best-practice sharing, and to help ensure that customers get the most value from their Dodge project news service.



# COMPLETE, EASY-TO-TRACK COVERAGE

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## Among the 30 core quality metrics on the Dodge Editorial Scorecard are:

- Overall Market Coverage
  - Timeliness of Bid Reports
  - Timeliness of Bid Results
  - Plans & Specs Acquisition
  - Timeliness of Addenda
  - Complete Report Information
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## Total Quality Management

The quantity and quality of the project news gathered by each Dodge reporter is formally measured, rated and managed for data accuracy, timeliness of project updates and comprehensiveness of data to meet our customers' expectations. (In a recent McGraw-Hill Construction survey of customer needs with respect to construction project information services, contractors listed timeliness, accuracy, and comprehensiveness as three of the top four attributes that they value most.) Dodge measures vigorously at the national, regional, and individual reporter levels to ensure compliance to high standards.

## Industry Coverage

Dodge has newsgathering teams located in every major U.S. market, supported by centralized news gathering operations.

## One Project, One Report for Easy Tracking

Dodge identifies a project as one report, regardless of how many individual bidding packages are included. This system eliminates errors and confusion; it is easy to prioritize leads and follow-up when working from one report of interest versus working from many individual reports on the same project.



**McGraw-Hill Construction Dodge strives to have a strong local presence, including a local reporting staff, local sales representatives, local plan centers and local regional media, and a series of local events and conferences.**



# THE COMPETITIVE EDGE

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## Dodge Delivers

Getting there first matters. Knowing what's coming down the pipeline sooner matters. Staying ahead of competitors matters. Here are the Dodge stats on how we deliver.

**Special Sourcing Agreements** – MHC has special sourcing agreements with over one hundred owners, including some of the largest owners in the country such as Walmart, The Home Depot and JCPenney.

**14 Days+ Bid Lead Times** –86% of all initial bidding projects over \$200,000 are issued with 14 days or more lead time before the bid date, allowing time to evaluate interest in a project and develop a bid.

**Bid Results within 48 Hours** – 75% of all bid results are issued within 48 hours (public) and five days (private) of the actual bid date.

**Digitized Plans and Specifications** – 93% of all non-residential building projects out to bid over \$100,000 have digitized plans available.

**Early Planning News** – 63% of the non-residential building projects reported at start, greater than \$500,000, were reported on in the early planning stages – Early reporting, earlier access, earlier action.

## Project Intelligence + People Intelligence + Company Intelligence = Total Market Intelligence

Dodge is more than just data. In addition to offering rich, deep, robust project information, our services are designed with your unique requirements in mind. Whether you need online Network solutions, printed reports every day, news updates on a weekly basis, or even full-size sets of printed plans, count on Dodge to deliver the information you need, with the productivity tools you want. Customizations are available by project type, project size and geography. Let McGraw-Hill Construction Dodge give you the total market intelligence you need to win more new business.

## Dodge Is Here for You: How You Need It, When You Need It

McGraw-Hill Construction Dodge provides access to a unique, proprietary database of project information to empower your sales and marketing teams to make better business decisions, focus on profitable opportunities—and increase sales.

**McGraw-Hill Construction Network®** - Web-based system provides access to the Dodge database of project leads, plans, specifications, and players' contact information.

**MHC Network Express CRM Integration** - Provides direct feeds into any CRM suite or internal system, and links back to the Dodge project database for quick access to plans and specifications.

**Project Document Management Integration (PDM)** - Provides the AEC community with the ability to manage all project intelligence and construction documents on a secure platform, and integrates with leading project and risk management systems.

**Dodge Reports (Print)** - Convenient and portable printed reports for geographic regions mailed daily. These reports contain early planning news through construction start and can be customized by project type, geography and stage of construction.

**Dodge Daily Bulletin (Print)** - Convenient and portable 8½ x 11 print format, mailed daily and covering all stages of construction activity. Each Bulletin has a Bidding calendar so you can easily focus on the most immediate opportunities. Select from a list of geographies that meet your needs.

**Dodge Weekly Magazine (Print)** - Mailed every week, the Dodge Weekly Magazine provides project information from the pre-bidding stage through construction start, and includes Bidding calendars with each issue. Select from over 100 geographical editions.

**SpecShare** - Identify the most active architects who specify (or don't specify) your products. Provides summary snapshots of specification rates and competitive analysis.

**Target Leads** - Mines the MHC Network for leads that meet your specific qualifications.

**Lead Qualification Program (LQP)** - Outbound telephone research for lead qualification.

### About McGraw-Hill Construction

McGraw-Hill Construction connects people, projects and products across the construction industry. For more than a century, it has remained North America's leading provider of project and product information, plans and specifications, and industry news, trends and forecasts. McGraw-Hill Construction serves more than one million customers in the \$5.6 trillion global construction industry through Dodge, Sweets, *Architectural Record*, *Engineering News-Record*, *GreenSource*, and regional media. To learn more, visit [www.construction.com](http://www.construction.com) or follow @mhconstruction on Twitter.