

Kickstart your measurable success and predictable revenue

SOLUTION OVERVIEW

Challenge

The construction industry continues to grow. In fact, since the 2008 recession, the industry surpassed \$1.3 trillion in 2019 and construction expenditures are expected to reach \$14 trillion by 2025.¹ However, those statistics become pretty vague when directed to the state of your firm.

Why is that the case? CRM alone isn't where your firm does business, so it's safe to assume key opportunities and pursuit details fall through the cracks—especially in disjointed systems. Email is a way of life, but email alone isn't where you want to compute crucial factors like profit margins or project pursuits.

What's time-consuming and complex for your Business Developers to do likely doesn't get done consistently, leaving you in the dark without a smart system of record to easily track or accurately project revenue across the lifespan of your opportunities. The truth hurts—you don't have clarity about your business until it's directly told to you.

Solution

Your growth doesn't have to be stifled. Never miss your sightline into profitability before a project starts by investing in a solution that supercharges your Business Development efforts and provides easy views into your pipeline.

Email isn't going away, and why should it? It's easy, and simply put, it's a mainstay for business communication. Your firm needs a platform that enhances the way you do business—at scale. A truly powerful platform offers a hand in linking your daily habits to your advanced strategic pursuits in an easy, non-cumbersome way.

Jumpstart your growth by feeding your system of record up-to-date, accurate, information seamlessly throughout your day. You need a platform that makes it easy to breathe strategic insights throughout the lifecycle of your project pursuits.

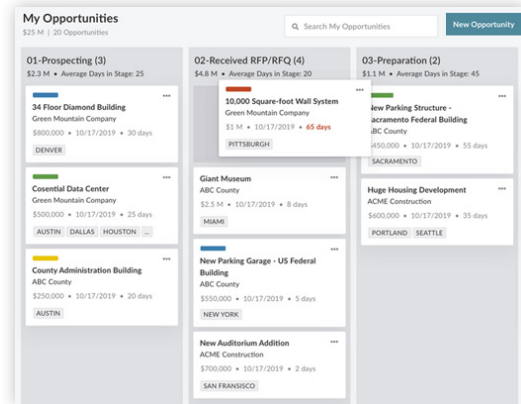
¹ Statista

How we do it

Unanet CRM by Cosential is the only growth platform that goes beyond a CRM in owning the pre-sales process for market leaders winning business in the AEC industry. We are your catalyst for change.

Gain insights into your pipeline without leaving Outlook

- Move your opportunities through key stages without any required qualifiers falling through the cracks.
- View internal collaborations across divisions, or offices, working together to land an opportunity.
- Easily identify your most crucial, at-risk, or strategic pursuits with opportunity flags.



Fields	Field Values	Money Calculations	Percent Calculations
Fee		\$515.00	5.15%
Firm Estimated Fee	10000		
Fee %	5		
Fee Enhancement/Shared Savings (\$)	10		
Non-Reimbursable Write Down (\$)	5		
Self Performed Work		\$4,000,040.00	40,000.40%
Construction Work Hours	1000		
Craft Labor Rate Differential (\$)	4000		
SPW Revenue (\$)	2000		
Fee On SPW Work (%)	2		
Admin Labor Hours		\$0.00	0.00%
Engineering Work Hours			
Admin Labor Rate Differential (\$)			
Insurance Differentials		\$0.00	0.00%

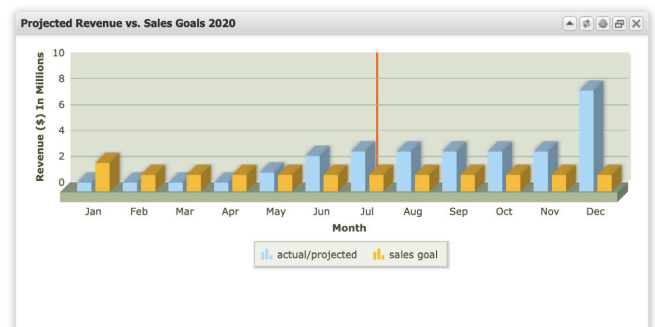
Buttons: Cancel, Calculate Only, Calculate and Apply

Easily track your revenue and uncover the gross margin tied to each project

- Input dollars or percentages and let Unanet CRM calculate the rest.
- Run workflows to make your own calculations.
- Build custom calculations for your firm's needs to uncover opportunities.

Add predictability to your business with accurate revenue projection

- Allocate profit across the lifespan of your project with opportunity basics like the value, start, and end date.
- View only the fields that represent highly valuable datasets of your opportunities.
- Apply a custom-built curve to distribute funds across the lifespan of your project opportunity.



Where Information Means Insight

Unanet is a leading provider of ERP and CRM solutions purpose-built for Government Contractors, A/E, and Professional Services. More than 3,200 project-driven organizations depend on Unanet to turn their information into actionable insights, drive better decision-making, and nurture business growth.