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CRM by Cosential

Leverage the power your commitment to sustainability brings to market

Challenge

The appeal of sustainability is thriving. You live in a built world where market growth is led by increasing urbanization and international commitments to curb emissions. New laws are cropping up to promote and encourage green buildings, and even investors consider it critical selection criteria. How could they resist? Green initiatives in the U.S. alone are likely to surpass $100M in value by the year 2023.[1] There are now an estimated 600 certifications and growing at the global level[2] making it complicated and time consuming to determine which are most reliant to winning any given project.

Leading firms want to use their growing list of credentials to attract more business and draw interest to their projects – but many lack technology sophisticated enough to actually use those certifications strategically.

Solution

Creating spaces to work, live, and play that are smartly efficient are a standard component directly tied to how you win business. However, the growing number of credentials supporting sustainability and energy efficiency are only valuable if you can easily source them for the right projects.

You need a single source of truth to easily help you determine which standards, certifications, and rating programs carry the most weight for any given project. Only a robust CRM purpose-built for the AEC industry that understands the unique nuances around sustainability would allow you to slice and dice through numerous project certifications your firm owns and serve you up the right one at the right time.
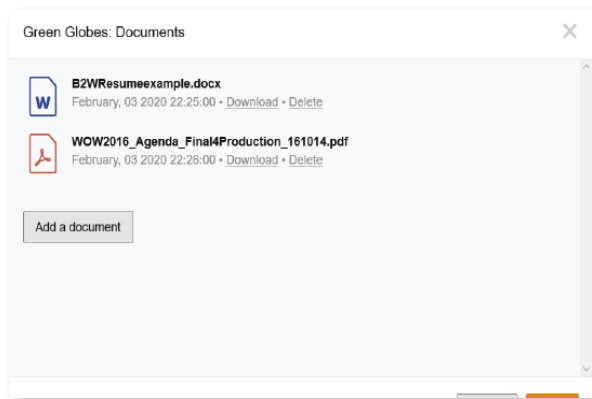
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How we do it

Unanet CRM by Cosential is where you win business: one solution robust enough to power the AEC industry—working in the background to organize records, opportunities, projects and lead history. Leverage the power your commitment to sustainability brings to the market with Unanet's Project Records.

Stay strategic with a single source of truth reflecting your firm's past sustainability wins.

- Surface numerous project certifications at the most opportune time to win more Green projects.
- Improve submittal efficiency and accuracy when you capture Certification details.
- Add multiple certifications and points awarded for projects.

Highlight key information connected to your certifications.

- Customize Certifications to work best for your Projects and increase user adoption.
- Attach key documents and images connected to your certifications for easy access.

Gain quick insights to which project's certifications matter most.

- Easily adjust your views by quickly turning columns on/off.
- Quickly configure Certifications tables by disabling columns.
- Sort through past wins attached to your firm's certifications to surface critical success drivers for future proposals.