



How to Write a Construction Proposal That Will Set Your Company Apart

The stresses that encompass creating a proposal can be overwhelming with deadlines, numbers, specifications, and owners and general contractors that only see your price. Luckily, you are always the lowest bidder, right?! It seems that in today's construction market, projects are slim and bidders are plentiful. So, how do you set yourself apart from the pack?

Well, if the project to bid is requesting a proposal then your company has a real opportunity to shine. When writing proposals, you should consider a few important concepts.

1. Understand the scope of the project. Sure, this sounds like common sense, but when drafting the proposal it is critical to attend to the details of the owner's needs and specifications, highlighting all of the project's deadlines, and monitoring any addendums, etc. This shows that your company understands the obvious, yet, very important details.
2. Speak to the scope of the project. During the bidding process, contractors fall into two categories: *Compliant* and *Noncompliant*.
 - a. A compliant proposal means that the contractor has met all technical and financial qualifications (e.g., licensing and bid price) and moves onto the "next round."
 - b. A noncompliant proposal, however, can be one of two things: either the proposal is incomplete (i.e., late submittal or missing documentation) or it is complete but lacks substance—it's thrown to the side.

When explaining how your company will complete the project, get into the specifics and avoid any vague language like, "We really understand the scope of your project." The owner needs to know that you took the time to understand the complexities and nuisances of what is to be accomplished. The proposal should be organized and readable with proper grammar and neat presentation. You want your proposal to be easily consumed by the reader, so have a few set of eyes proofread it until it is perfect!

3. Why does the owner need you? This is where you have to ask the most important question: **"What is the owner missing out on if he does not choose me?"** This can be a tough question to answer so really examine the worth of your company—what you bring to the table. It is very useful to highlight in your proposal factors such as the company's low Experience Mod, positive claims history, or successful experiences while working with the specific owner or general contractor or architect. Furthermore, if the owner requires an interview it is very effective to have the key personnel that will actually be on the project participate in the process.

You are probably thinking, "Gosh! This is all common sense stuff!" (And it really is.) However, that does not mean you couldn't hit some roadblocks down the road. If you have any questions, do not hesitate to give us a call. There is a good chance we can help steer you in the right direction. Also, check out the link below to a useful audio that inspired this month's newsletter. Happy bidding!

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