

Enhanced Product Listings



PROMOTE

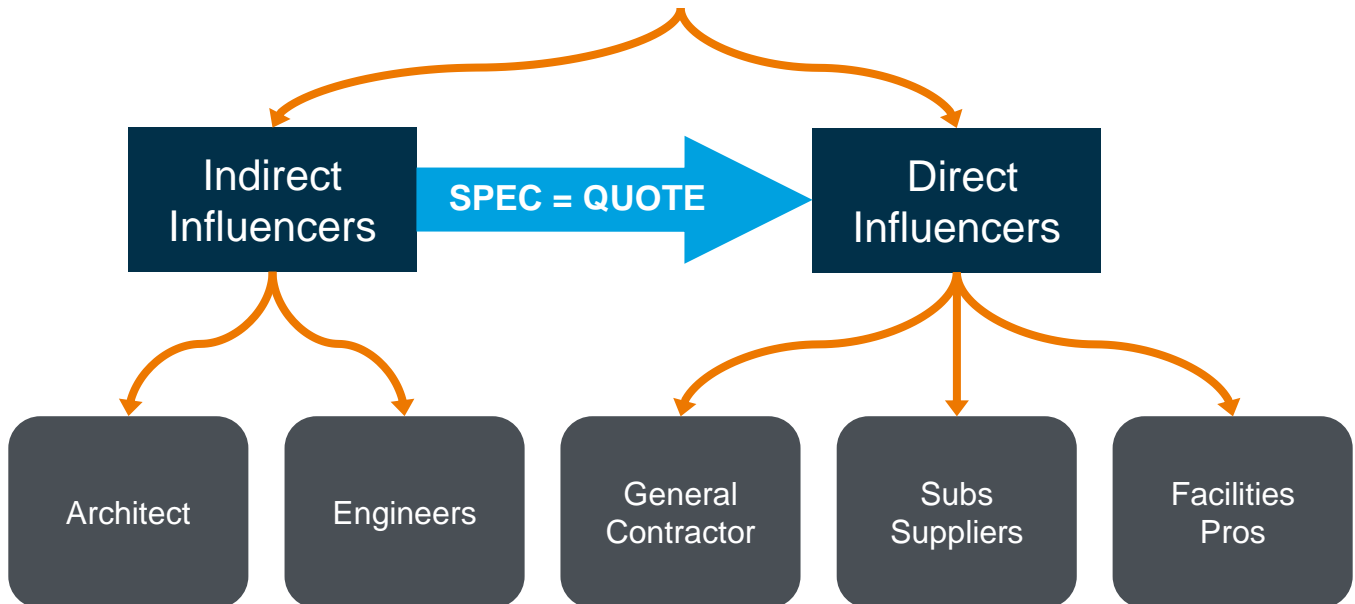


PREDICT



SELECT

MasterSpec®



Marketing your product is all about getting it in front of architects and engineers and keeping it there. Bombarded by thousands of products daily, it's key to get their attention before they start designing projects. The largest architectural firms in North America use MasterSpec® to conduct product research, build their office master spec library, and quickly specify manufacturer's products by name in projects and designs.

With three distinct offerings, Enhanced Listings, Product MasterSpec, and Independent Product MasterSpec, manufacturers can choose the right solution to give their products the exposure they need. Combined with ConstructConnect, listing your products in MasterSpec® will allow you to get in front of architects and engineers earlier, find specific projects where you are specified, and track your success.

KEY FACTS TO KNOW:

- MasterSpec® is a product of the American Institute of Architects
- 21 of the top 25 AR 300 architectural firms use MasterSpec®
- 19 of the top 25 ENR 500 engineering firms use MasterSpec®
- The MasterSpec® A/E library has 924 individual sections as MasterSpec® has been the industry specification standard for 50 years
- MasterSpec® is utilized 14:1 over alternative spec tools, according to ConstructConnect project data

MasterSpec[®] Solutions

ENHANCED LISTING IN MASTERSPEC[®]

Promote and differentiate products in front of thousands of MasterSpec[®] daily users and maximize your marketing dollars.

- Upgrade Basic Section Listing to Enhanced Section Listing.
- Upload rich product information within a spec section and differentiate products against competitors.
- Provide product photos, product research sources, BIM content, technical sheets, installation methods and more.
- Specifiers can easily contact the Manufacturer with listed phone number and direct email access via the contact form.

PRODUCT MASTERSPEC[®]

Work with a MasterSpec[®] writer to develop a customized specification in which the product is the basis-of-design.

- Save the specifier time and money by providing a pre-edited spec written for a particular product.
- Host specification on the Manufacturer site.
- Customized product specifications are available to anyone and can be found more easily through organic Google search results.
- Product MasterSpec specifications are available as free downloads to anyone doing product research.

INDEPENDENT PRODUCT MASTERSPEC[®]

Work with a MasterSpec[®] writer to develop a customized specification in which the product is basis-of-design in a section outside of the standard MasterSpec categories.

- Save the specifier time and money by providing a pre-edited spec written for a particular product outside the scope of an existing MasterSpec section.
- Host specification on the manufacturer site
- Customized product specifications are available to anyone and can be found more easily through organic Google search results.
- Product MasterSpec specifications are available as free downloads to anyone doing product research.