



Rob Mates, Bluebook of Building & Construction
33801 1st Way S., Ste. 251
Federal Way, WA 98003

Dear Blue Book,

In 2011, I wanted to expand our exposure to contractors doing commercial and multi-family projects in the state of Washington. I chose the Blue Book to help supplement our customer base that we already had. As with any changes within a company, getting an infrastructure in order to take advantage of an opportunity proves more difficult than what meets the eye. During the first year we were not capitalizing on our investment in the Blue Book program due to an overload of work from our current customer list. As that year progressed, and the bulk of our contracts were approaching completion, we noticed an increased need for jobs that would fill in the dead times between certain contracts we had with our re-occurring customer base. This was the moment where we really started focusing on the Blue Book program.

After some wonderful training from our Blue Book representative, Rob, we really started to see some positive results. We hired an estimator that could help with the workload, trained him on the use of the program, and streamlined our process to cover close to all the bid invites we received. This transition allowed more time for me to focus on the business, not the bidding. This process improvement has proven to be quite successful in creating more revenue, and increasing our customer base.

Fast forward more than a year, we have more than doubled our revenue just off the Blue Book alone. What we originally thought would be a good supplement to our revenue a couple years ago has matured into a consistent flow of quality work.

It was not until we committed to take advantage of the Blue Book's resources that we saw results. From my point of view the Blue Book is a very efficient, and a real way to increase your company's exposure to the contractors that produce the work that we want to do. It has been my experience that the contractors involved in the program are organized, have the support staff to execute profitable jobs, and pay on time. The top three characteristics we need as subcontractors.

The Bluebook has turned out to be one of the most profitable lead sources and marketing programs I've ever tried.

Keep up the good work!!

Sincerely,


Matt Dennison

President – Bigfoot Plumbing