

CONSTRUCTION AND REAL ESTATE FIRMS

YOUR PARTNER IN GROWTH

- GENERAL CONTRACTORS
- SUBCONTRACTORS
- ARCHITECTS
- ENGINEERS
- PROPERTY MANAGERS
- DEVELOPERS
- BROKERAGE SERVICES

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I WANT TO EXPRESS MY SINCERE APPRECIATION FOR THE OUTSTANDING WORK AND RESULTS THAT THE VERASOLVE TEAM HAS DELIVERED FOR BROAD STREET'S MARKETING AND PUBLIC RELATIONS INITIATIVES. WE REALLY VALUE THE EXTENSIVE EXPERIENCE YOU HAVE BROUGHT TO OUR EFFORTS IN THESE AREAS INCLUDING THE DEVELOPMENT OF MESSAGING, MEDIA OUTREACH, A CORPORATE PITCH BOOK, AND BYLINED MEDIA ARTICLES. OVER THE LAST THREE YEARS, VERASOLVE HAS PROVIDED A HIGH LEVEL OF SERVICE, EXCEPTIONAL WORK, AND QUICK TURNAROUND TIMES.”

—MICHAEL JACOBY, CEO, BROAD STREET REALTY



verasolve
Building Stakeholder Value™

GROWING YOUR REVENUE

Verasolve has worked with dozens of firms in the construction and real estate industry—general contractors, subcontractors, architecture, engineering, property management, developers, brokerage services—and understands the importance of being known and recognized as delivering a high quality product or service, on time and on budget. Verasolve has the deep industry knowledge required to help generate qualified prospects, increase closing ratios, and meet your firm's revenue goals.



“THE MARKET RESEARCH VERASOLVE PERFORMED WAS HIGHLY VALUABLE AS IT DEFINED OUR COMPETITORS' SERVICE OFFERINGS AND PROVIDED THE INSIGHT NECESSARY TO POSITION OUR OWN OFFERINGS. THE INTEGRATED MARKETING PLAN INCORPORATED THIS RESEARCH, BUT ALSO PROVIDED INTEC GROUP WITH A DETAILED ANALYSIS OF OUR STRENGTHS AND WEAKNESSES, HELPING US BETTER UNDERSTAND THE SIZE AND GROWTH OF OUR MARKETS AND INDUSTRY VERTICALS. YOUR TEAM REALLY DID A GREAT JOB OF RESEARCHING AND ANALYZING EACH OF THE DIFFERENT MARKETS AND COMPETITORS.”

—KEITH SWITZER, PRESIDENT/CEO, INTEC GROUP



“THANKS TO THE RESEARCH AND ANALYSIS VERASOLVE PERFORMED WHEN CREATING OUR INTEGRATED MARKETING PLAN, WE WERE ABLE TO BETTER UNDERSTAND OUR COMPETITIVE DIFFERENTIATORS AND EFFECTIVELY TARGET OUR SALES EFFORTS. VERASOLVE WAS INSTRUMENTAL IN GENERATING NEWS COVERAGE, SECURING AWARD NOMINATIONS, DEVELOPING MARKETING MATERIALS, AND ORGANIZING AN EVENT AT THE ST. REGIS HOTEL TO INCREASE OUR VISIBILITY AND CREATE POSITIVE WORD OF MOUTH AMONG OUR CLIENTS. IT HAS BEEN A GREAT PLEASURE INTERACTING WITH THE VERASOLVE TEAM; YOUR CREATIVITY, RESPONSIVENESS, AND ABILITY TO COMMUNICATE IDEAS CLEARLY HAVE MADE OUR BUSINESS RELATIONSHIP TRULY REWARDING.”

—ROLLIN BELL, FOUNDER & CEO, PCM

DELIVERING QUALIFIED LEADS

Our thought leadership programs—including seminars and webinars—position your senior executives as industry experts and your firm as an industry leader. We connect you with the decision makers—C-level executives, tenants, project managers, property managers, developers, and/or owners—who hire construction and real estate services firms like yours.

INCREASING CLOSING RATIOS

Verasolve develops and implements PR and marketing initiatives—press releases, bylined articles, interviews, awards, website copy, social media updates, seminars, webinars, brochures, and more—that increase the number and quality of prospects. Verasolve works with you to craft and convey a strong value proposition that increases closing ratios by differentiating you from the competition, giving your firm the edge in closing a higher percentage of business.

ENHANCING BRAND RECOGNITION

Verasolve has placed articles and earned media coverage in major news outlets, including *The Washington Post*; *Washingtonian Magazine*; *The Wall Street Journal*; *Forbes*; *NBC News*; *CNBC*; *American Business Journal*; *Construction Accounting and Taxation Magazine*; *Businessweek*; *The Deal*; *Reuters*; *Fast Company*; *Capital Business*; *Commercial Builder*; *International Facility Management Association Newsletter*; *Hotel Executive*; *Condo Management*; *Cleaning & Maintenance Management*; *Facility Management Journal*; *Electrical Construction & Maintenance Magazine*; *Medical Construction & Design*; *SchoolFacilities.com*; *School Planning & Management*; *Greenmediaonline.com*; *Hotel & Motel Management*; *Hospitality Construction*; *Today's Facility Manager*; *Professional Retail Store Maintenance*; *Retail Facility Business*; *NAIOP Newsletter*; *Air Conditioning, Heating & Refrigeration News*; *Value Retail News*; *Multi-Housing News Online Bulletin*; *Architectural Products*; *Hotel Executive Insider*; *Hotel Business Review*; *Building Services Management*; and *REBusinessOnline.com*.

ABOUT VERASOLVE

For more than ten years, Verasolve has partnered with dozens of construction and real estate services firms to provide cost-effective solutions that generate qualified leads, increase closing ratios, and enhance brand recognition. We focus on **Building Stakeholder Value™**. Our customized marketing, public relations, and social media strategies are certain to increase your revenues.

Verasolve offers a variety of comprehensive services to fulfill your unique branding, marketing, and public relations needs at one-quarter to one-third the cost of traditional options. Our virtual presence in your business allows us to operate as part of your team without the pressure of a long-term contract. We give you the freedom to determine the length of your engagement with the flexibility to discontinue with only two weeks' notice. Our experience and expertise allow us to deliver consistently outstanding results that help take your firm to the next level.

“ VERASOLVE DISTINGUISHES THEMSELVES THROUGH THEIR RESPONSIVENESS, PROFESSIONALISM, AND STRONG REPORTING CAPABILITIES. THEY HAVE SERVED AS A CAPABLE EXTENSION OF OUR TEAM, GENERATING POSITIVE NEWS COVERAGE IN VARIOUS ACCREDITED TRADE PUBLICATIONS INCLUDING AMERICAN CEMETERY & FUNERAL MANAGEMENT MAGAZINE, HOTEL EXECUTIVE, AND NURSING HOMES MAGAZINE. BY STRATEGICALLY ALIGNING THEIR EFFORTS WITH OUR INTERNAL MARKETING AND BUSINESS DEVELOPMENT OBJECTIVES, VERASOLVE WAS ABLE TO IDENTIFY THE GREATEST OPPORTUNITIES FOR GROWTH, AND INFLUENCE SEVERAL CONTRACT WINS.”

—DEBRA HOLDER, DIRECTOR, INDUSTRY RELATIONS, BRICKMAN

“ ACME MECHANICAL CONTRACTORS RETAINED VERASOLVE TO DEVELOP A NEW WEBSITE WITH MORE EFFECTIVE MESSAGING TO GIVE A CLEARER IDEA OF OUR CAPABILITIES AND SERVICES TO OUR CLIENTS AND PROSPECTS. THEY DID A GREAT JOB OF COORDINATING AND EXECUTING THE PROJECT, AND THE COPY AND LAYOUT EXPLAIN OUR SERVICES IN DETAIL WHICH HELPS US TO ATTRACT THE TYPE OF CLIENTS AND BIDS WE WANT. OUR NEW WEBSITE ALLOWS US TO UPDATE OUR BID LIST AND PROJECT STATUSES AS FREQUENTLY AS WE NEED TO MAKE SURE WE ALWAYS COMMUNICATE THE MOST CURRENT INFORMATION. THE SITE LOOKS PROFESSIONAL AND ATTRACTIVE, WE ARE VERY HAPPY.”

—CAROLYN BUCKLEY, PRESIDENT, CFO,
ACME MECHANICAL CONTRACTORS





“ THANKS FOR YOUR
HELP WITH OUR PR
AND MARKETING OVER THE
PAST FEW YEARS. YOU HAVE
HELPED US WITH MANY TASKS
WE WOULD NOT HAVE BEEN
ABLE TO ACCOMPLISH WITHOUT
YOUR HELP.”

—TIMOTHY J. KIRLIN,
PRESIDENT & COO, AMERICAN
COMBUSTION INDUSTRIES, INC.

AFFORDABLE SERVICES

As the premier provider of virtual marketing and public relations services, Verasolve helps construction and real estate services firms generate qualified leads and increase closing ratios at one-quarter to one-third the cost of traditional options.

FLEXIBLE CONTRACT AGREEMENTS

Our flexible engagements give you the freedom to engage and disengage our services at any time with just two weeks' notice.

FAST, EFFECTIVE RESULTS

Verasolve consistently delivers fast, effective results. We might be virtual, but we're very visible. You'll soon find us to be an indispensable part of your team.

COMMITMENT TO YOUR SUCCESS

Verasolve understands the challenges faced by construction and real estate services firms. We help communicate your value proposition—to the right people, in the right way—so that you can achieve your firm's revenue goals. We even have experience helping our clients recruit senior professionals to help build their team. Whatever you aspire to, we are committed to your success.

“ I CANNOT SAY ENOUGH POSITIVE THINGS ABOUT THE PUBLIC RELATIONS
AND MARKETING TEAM OF VERASOLVE. THEIR TEAM HAS HELPED
STRENGTHEN SNOW MOVERS IN AN ALREADY COMPETITIVE MARKET. THEIR DRIVE,
DETERMINATION, NOT TO MENTION THEIR PROFESSIONALISM, IS UNMATCHED.”
—RODNEY ANDERSON, FOUNDER AND CEO, SNOW MOVERS

www.verasolve.com