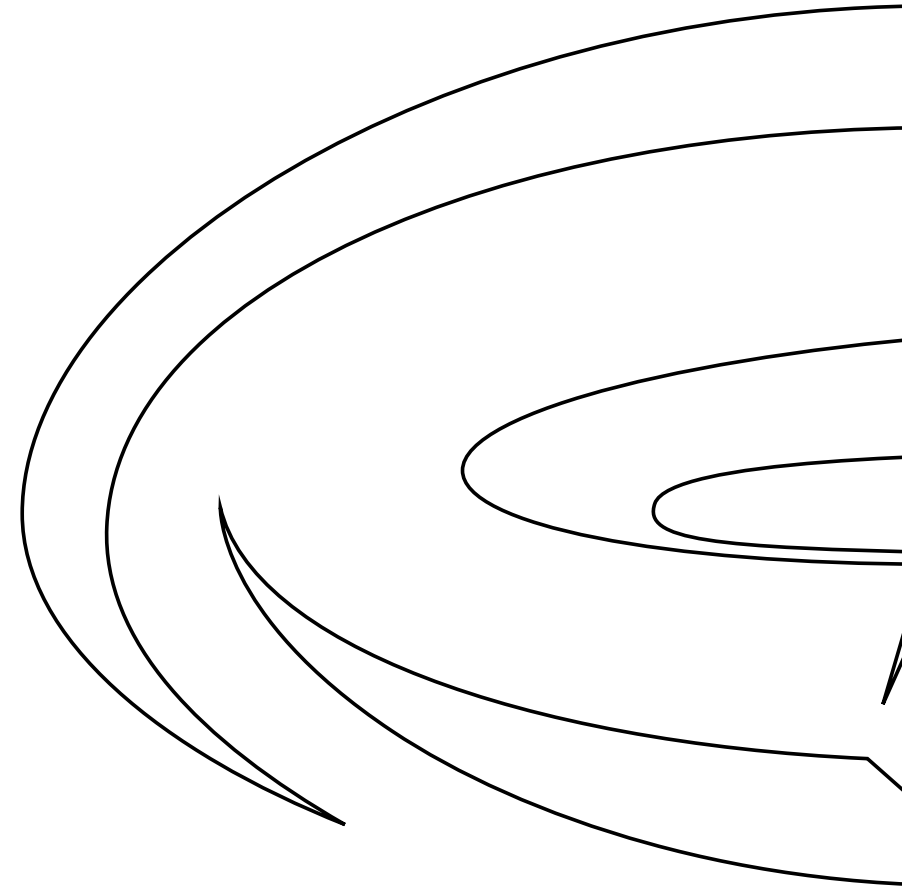


VJS Construction
Creative Platform
July 2019

Catral Doyle creative co



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VJS Construction

The following creative platform will serve as a basis for understanding your communication AS IS, your competition, who your audiences are, and how to optimize your communications as you retool your web presence and marketing strategy.

Based on the information gathered, we present here our creative recommendations and strategy to achieve your communication objectives.

VJS Construction Is

VJS Construction Services (formerly Voss Jorgensen Schueler) is one of Wisconsin's top ten developers, general contractors, construction managers, and design builders for senior living, education, corporate office, luxury condominiums, manufacturing, retail, medical, religious, and government projects.

Brand Promise: We deliver an exceptional building experience by creating trusting partnerships with our customers, providing them with dedicated personal attention, quality workmanship and innovative construction services.

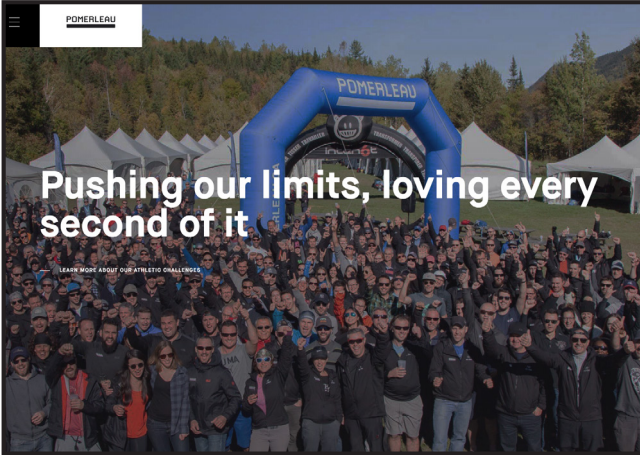
Competitive Findings

Competitor Media Impressions

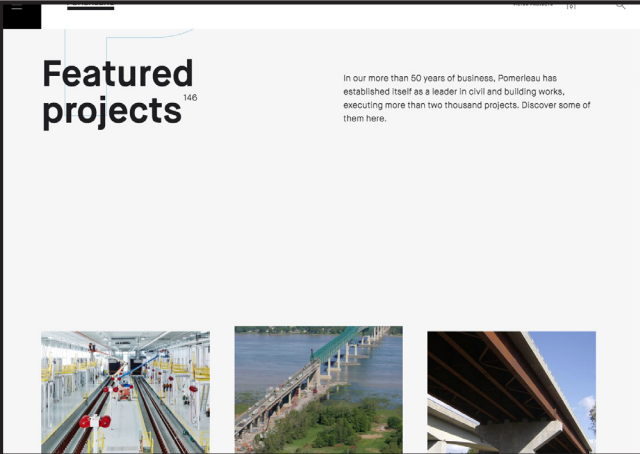
Pomerleau

<https://pomerleau.ca>

Home Page



Portfolio Page



CDC Impressions of Web Presence	Focus	Stand-Out Feature
<p>Modern website features large dynamic images with key messages. Animated navigation transitions are interesting but less successful with slow Internet. Each service category displays a featured project with links to similar projects. Lost opportunity on leadership page without details.</p>	<p>Civil and infrastructure engineering focus. Other features include sustainable development, BIM-VDC, virtual reality, and lean construction.</p>	<p>Professional project photography and minimal approach to design.</p>

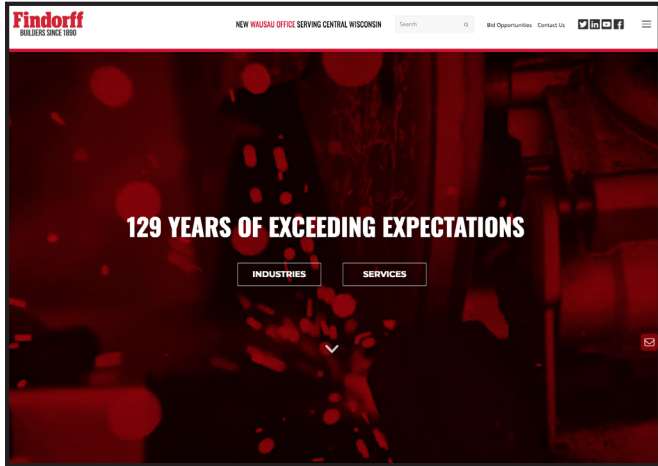
Competitive Findings

Competitor Media Impressions

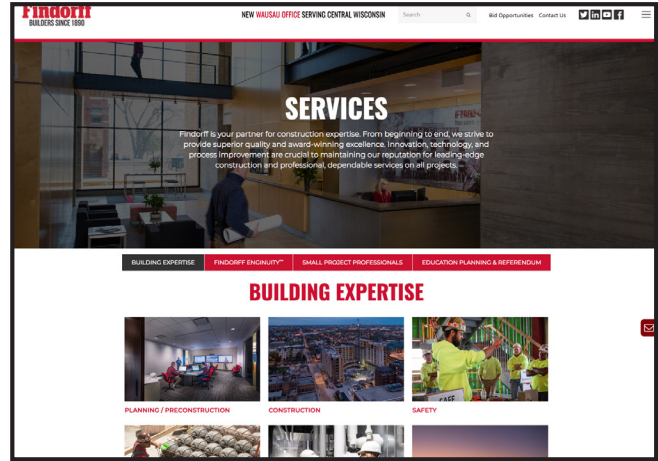
Findorff

https://findorff.com

Home Page



Portfolio Page



CDC Impressions of Web Presence	Focus	Stand-Out Feature
<p>Large dynamic construction videos are combined with text that features the company’s 129 years in business, commitment to the community, and quality craftsman. Also, new text on the header calls out the new Wausau office serving central Wisconsin. Main navigation from the homepage drives to Industries and Services. Service pages offer minimal text and imagery.</p>	<p>Findorf focuses on both the Milwaukee and Madison markets with the main contact for both offices. They have a link for Small Project presumably to capture entry-level opportunities with new clients.</p>	<p>The video integration on the home page is compelling and brings construction to life.</p>

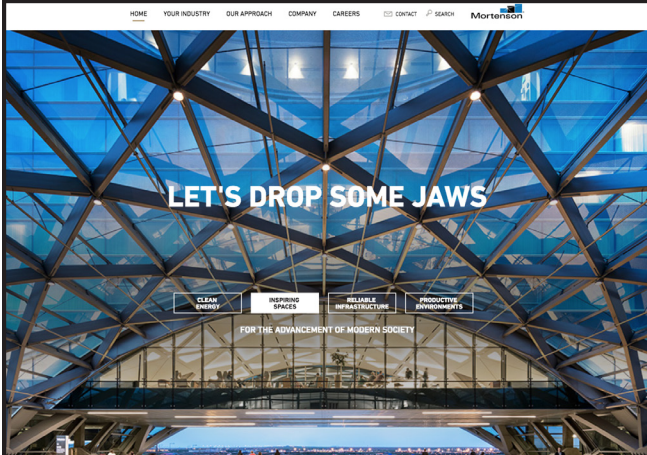
Competitive Findings

Competitor Media Impressions

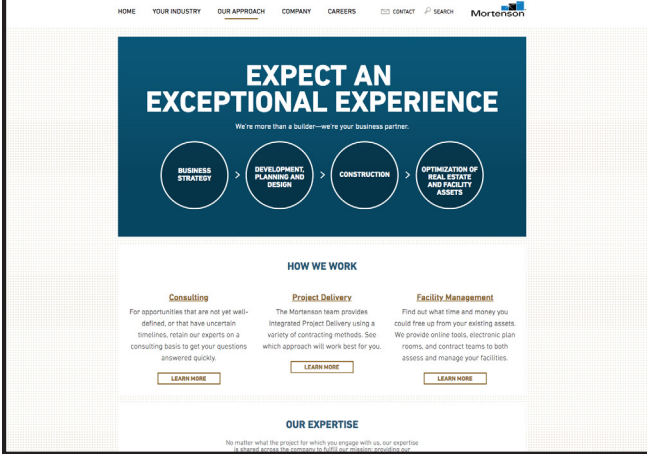
Mortenson

https://www.mortenson.com

Home Page



Portfolio Page



CDC Impressions of Web Presence	Focus	Stand-Out Feature
<p>The home page features a static healthcare image and message “Let’s make important easier to do, for the advancement of modern society.”</p> <p>Main navigation from the homepage drives to Clean Energy, Inspiring Spaces, Reliable Infrastructure and Productive Environments pages. These pages offer navigation to projects related to the categories. The site is not responsive and is dated.</p>	<p>The home page features a healthcare image and message “Let’s make important feasier to do, for the advancement of modern society.”</p>	<p>Under industry drop down, there is a super navigation with a map for projects by locations and a project filtering tool. The impression is that they work across the US.</p>

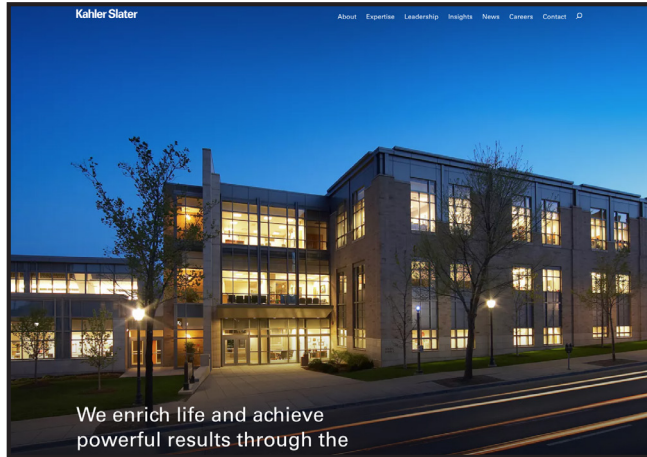
Competitive Findings

Competitor Media Impressions

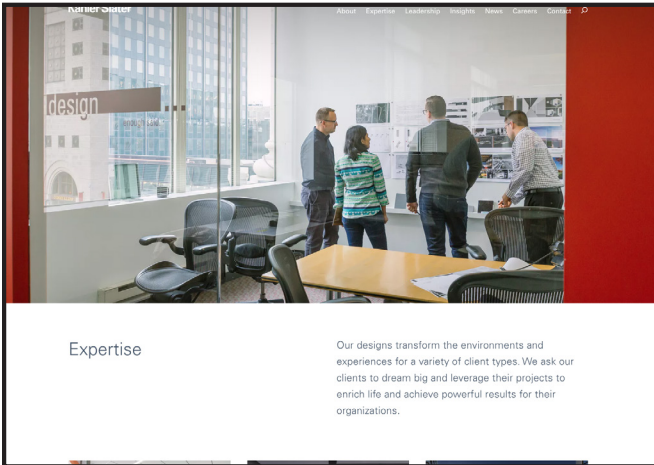
Kahler Slater

<https://www.kahlerslater.com>

Home Page



Portfolio Page



CDC Impressions of Web Presence	Focus	Stand-Out Feature
<p>Large dynamic project images are combined with text that states, “We enrich life and achieve powerful results through the places we design.” The long scroll home page includes the following positioning statement: Our architects, interior designers, strategists and environmental brand designers lead a Performance-Based Design process that asks clients to dream big and leverage their projects as a catalyst for advancing their organizations. The site also features image links to long scroll project features. Finally, the site features Instagram images for inspiration, community activism, etc. Project pages and other landing pages feature a lot of white space which is clean and elegant.</p>	<p>“We enrich life and achieve powerful results through the places we design.”</p>	<p>This site features beautiful professional photography shot with thoughtful staging.</p>

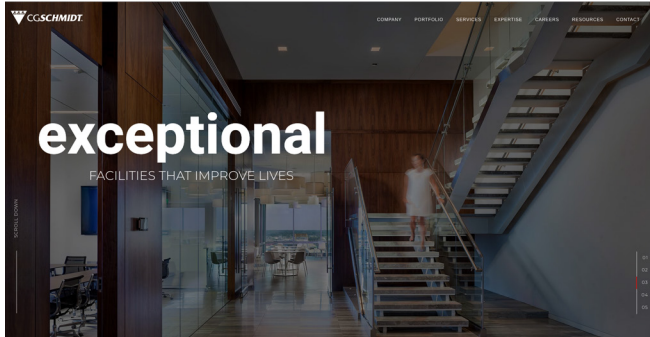
Competitive Findings

Competitor Media Impressions

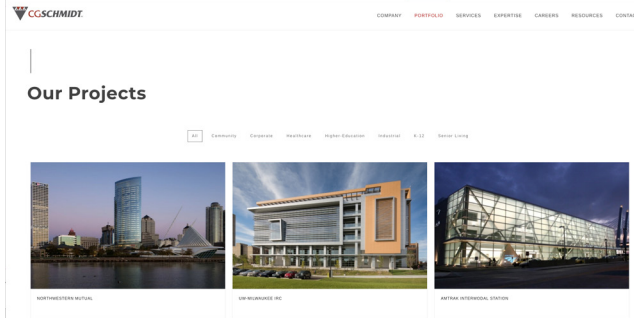
CG Schmidt

<http://www.cgschmidt.com>

Home Page



Portfolio Page



CDC Impressions of Web Presence	Focus	Stand-Out Feature
<p>Very recently updated site features large dynamic construction and finished building images and video, combined with text that focuses on Wisconsin, Integrity, People, Innovation. Long scrolling home page gives a quick look at leadership, philosophy and forward look at innovation.</p>	<p>Building Wisconsin's Future. CG Schmidt focuses on both the Milwaukee and Madison markets with a main contact for both offices.</p>	<p>Excellent use of video integration shows people in the built environments and construction in process.</p>

CDC conducted interviews with Clients, Trade Partners, Architects, Owners Reps, Community Leaders and Lost Clients

Our Conversations revealed:

- VJS is considered a high-quality, top tier contractor among a handful of others in the Southeastern Wisconsin market.
- VJS is known for having strong relationships with their clients and these relationships are viewed as the primary way VJS closes new business.
- VJS is known for Educational, and Senior Living projects.
- VJS is known for its concrete expertise.
- VJS is known for having its own crew and because of this, is understood to be in a good position to deliver on time during a challenging employment market and busy construction climate.

Our Conversations revealed: (continued)

- Only one of the clients surveyed searched for a construction partner online. This was an out-of-state client. Most of the clients describe either knowing the options in the market or they connect with associates for recommendations.
- Clients do review websites for construction partners being considered and are interested in seeing specific experience in the type of project they will be developing.
- Sub-Contractors report having concerns about their relationships with VJS in regard to how they are selected on price rather than value and how they are treated by some of the PMs.
- There is a perception that VJS is not willing to expand geographically into the Madison market and that is limiting opportunities.

General Client Quotes

“VJS is a Contractor dedicated to quality, integrity, good communication, and a respected partner. We are in a unique situation, where in my industry in some cases, we are on the same side of the table working with a partner and another time we are competing. VJS has been able to maintain a respectful and professional presence through all of that.”

“The people at VJS that I have had the opportunity to work with have been very professional. I think companies are more about the people you deal with every day and the people I have dealt with at VJS are honest and ethical.”

General Construction Key words

- General contractor, concrete contractor, self-performing contractor
- Retail build to suit construction firms

General Construction Findings

What would you look for on the web site to evaluate the firm?

“I would like to see past project experience, value added information about what they brought to projects, safety and culture, things that define them, their core value, what they believe and instill in their people.”

What matters most when working with a General Contractor:

“Price and comparable project experience, I view them as a concrete contractor. Safety and overall performance and our clients will drive price and value. It’s rare in our business to not be concerned with price and value.”

Aviation

Because of the specialized nature of aviation, it is an area where clients want to see specific aviation expertise.

Aviation quotes:

“We have a corporate hanger and we have an aviation department and their opinion was very important. We had 3 vendors we evaluated and by far we all preferred VJS because of their level of expertise. It was critical to the aviation team that whoever we selected was experienced.”

“When looking at other hangers we were impressed with, they were all VJS projects and VJS was highly recommended by the owners. ABVIE and the Palwaukee hangers were both impressive and VJS was recommended by both of them.”

“The VJS team seemed so young and I had my concerns, but they were all very professional and they felt like part of our team and they worked to get us the best value.”

Aviation (continued)

Aviation key words:

- Aviation and construction or general contracting

What would you look for on the web site to evaluate the firm?

“Probably historical info that shows what kind of projects they’ve completed with sizes, square footage, types of aircraft etc.”

What matters most when working in Aviation?

“They knew all of the latest products for our project and that made a difference in choosing them.”

Education

Working effectively on small projects can be a vetting process for larger projects. School Districts and Architects are looking for more support with referendum planning and materials.

Education quote:

“The relationship was the key to working with VJS, it’s hard to get into working with Brookfield Academy and having an alumnus helped bring them in.”

Education Challenges

“There are aspects of the K-12 market that we as architects need to lean on the CMs to manage the risk of working with these clients. So where we’ve seen other CMs provide greater support on the side of graphics and communications, helping schools districts by providing information on the side of school referendums and we can’t continue to bleed money. It would be great if VJS or the CMs helped with that aspect and also strategizing with the client on what the messages should be would helpful. To have the CMs help with the engagement and construction sequencing would also be helpful.”

“Clients are looking for experts in strategy in research and messaging to sell in the project. I’m not sure VJS has the deep client base to pull the data from or the base of knowledge needed. The other thing on the last few projects, we often don’t feel that we are team members with them. In meetings we often feel we are thrown under the bus in front of a client rather than working on solutions together and being a unified front in front of the client. The VJS project managers and site supers are not protecting the architects in front of the clients. They hold their clients tightly and don’t allow a 3 party relationship. We are often hired first and don’t get to choose the Construction company but our clients will ask for our impressions on contractors.”

Education Findings

Education key words:

- Design build, in-house architect.

What would you look for on the web site to evaluate the firm?

“I would look for school projects that they had done, mostly renovations, we don’t do a lot of new construction, more additions and renovations, design build and referendums information and assistance.”

What matters most when working in Education:

“It’s really got to be the people who are on our side. The Superintendents, the people who work in the school, they all need to understand working in an educational facility.”

Senior Living

VJS has a proven track record of working in Senior Living facilities, with a sensitivity and understanding for scheduling and with safety as a top priority.

“We are Senior Living providers and our projects are somewhat unique. When you are working on a project in our facility you are working in peoples homes, around people. I have a great deal of trust in VJS, they are a firm with a high degree of integrity.”

Senior Living quotes

“I always like a firm that watches changes in our industry to make sure we are leading the way.”

“VJS knows long term care and understands the client base and how critical the timeline is to our residents.”

Senior Living quotes (continued)

“We wanted a contractor with senior living experience, and we had a whole set of criteria. It comes down to the right fit, someone who understood and appreciated our mission of serving veterans. My project leads on this are very motivated and demanding so they had to understand that we are committed to building something we are very proud of and we don’t want to compromise and we felt that VJS was the right fit. VJS is willing to look at new technologies and to find creative solutions.”

“The people I work with at VJS are true partners, they are part of our development team and I look to them for their expertise. I guess I would say I look to individuals in VJS as expert resources.”

Senior Living challenges

“How can they overcome cost escalation? How can you construct things to keep the costs down? This project is 70% more than we initially expected, so the challenge is how can you keep them affordable. Keeping up with technology is important and they have impressed me. We wanted a team that would work well together including: the architects and the construction partners and the subs, its important for them to collaborate and share the risk with others.”

Senior Living Search Terms

- Senior housing and small house as search terms.
- Senior living construction services
- Long-term care construction

Senior Living Findings

What would you look for on the website to evaluate the firm?

“We wanted expertise in small house and senior housing.”

“I’d want to see specific projects in my industry, more so with visuals rather than testimonials.”

What matters most when working in Senior Living:

“Keeping on pace with the project, working around residents and safety are important.”

Public Work (Zoo)

Public Work Quotes

“VJS worked with us to make sure we could get the project done and they worked with us on the value engineering to get it done. Not many companies have experience with zoo exhibits so we had to consider other work VJS has done. Certainly this exhibit required a lot of concrete and precast panels and we like to say that there are no square corners in an animal exhibit. We definitely got the right people to construct our project.”

“They care about the work they do and they communicate.”

“It’s a very solid company that we trusted to build the most important exhibit that we have built in many years. VJS is trusted and capable.”

What matters most when working on a public project:

“Certainly their experience and you want to know that this isn’t the first big job for the company. We liked seeing the team we would work with on their materials. Also during the project there were no gaps in communication, if we had questions they were right on it.”

Sub-Contractor Conversations revealed:

When you think of VJS what comes to mind?

“Quality construction.”

“VJS is a very solid, connected, professional and polished company.”

“Construction is not perfect but they are better than most. If most contractors are a 6, I will give them an 8 and there are a lot of good contractors in this market.”

“The way others look at VJS is that they are an upper tier general contractor that is a good corporate citizen and a charitable partner. They are good with customers, backing them up with their causes and it shows their good character.”

“They respond quickly to any questions. I think they are on the forefront of new techniques on site. Also safety is at the forefront of what they do.”

Subcontractor Challenges

“Well in general, as far as I know, historically they are a reputable union contractor that has done good work but recently they are being tagged with a lot of stories about the use of non-union contractors and subs in an attempt to lower their costs and to secure jobs and act in the best interest of the owners. Some of their competition is referring to VJS as a non-union contractor.”

“VJS is a very solid, connected, professional and polished company.”

“The PMs are overall pretty good, some newer ones need more experience, they seem to nickel and dime everyone, sweating the little stuff instead of focusing on the big picture, there needs to be more give and take, it should be more of a partnership.

What would you list as VJS’s core competencies?

“The people that I work with at VJS follow up on small details”

“I think they know what market sectors are their strengths, they know they excel at certain types of projects and they stick to them, like Schools and Institutions.”

What would you list as VJS's core competencies? (continued)

“In human resource skill sets it would be as a construction manager for commercial projects. As a company I would say the two strongest areas are schools and real estate development.”

“They are very good in concrete, if it's a concrete job they are the ones you want to do the work! They are pretty good at running their jobs overall with coordination etc. and they seem to have a lot of work and they do a lot of different things.”

Are there any ways that VJS could improve and strengthen your relationship?

“Yah I think there is, sometimes they have the perception that if they have a superintendent that creates a hard time with their employees, that it's a good thing, but we are the kind of company that is more responsive to superintendents that are confident and have trust and allow the back and forth. Some of their superintendents excel at that and some don't. I would suggest that they take a look at that. Are the superintendents using the scorched earth attitude? At the end of the day VJS has been smart enough to do things like having you call and ask how they are doing. And they keep their ears open and they try to work with good contractors.”

Ways that VJS could improve and strengthen your relationship? (continued)

“They are at the B level of contracting instead of an A. They only call us when they need us. I could do more business with them but at times they chase the cheaper cost rather than better value. Not all the time but it is a lot. I haven’t heard from them in 6 months and then suddenly they want to get a bid, sometimes driven by cost only. As I think about it though I could call them also.”

“In the market as a specialty contractor I would think of them as selfish and this is no secret. They changed a bit from recognizing their partnerships. Previously they were more based on relationships and now everything is based on price. The old school owners used to recognize their partners more than some of the new PMs.”

“The owners I know are not having their core beliefs being followed by the PMs. They are losing their culture of partnership to price, It doesn’t seem important to VJS to pay specialty subs. I am trying to show value and I feel like I am losing based on 1 percent cost. I feel like we do everything right and in the end it doesn’t matter.”

Ways that VJS could improve and strengthen your relationship? (continued)

“I think there is lack of respect for what I was trying to bring to their business. In all honesty we are working on a huge project and I appreciate it very much. I think its better for business when they made it hard to get in to do work for them as a sub. Back in the day they had those quality partners and now I feel like they are getting to be known as not respecting the subs. I think some of the new PMs are more price-sensitive. I’m not seeing the trust with some of the new PMs. If I’m the owner of VJS I want my PMs to hire the right subs to make sure the clients are happy with the outcomes.”

“In the future I would like to partner more with VJS and get in early where we can be a greater value to them. I want to be someone they would turn to down the road. We do have some great partnerships and some customers and we would like to expand that.”

“I think we need to do a better job of communicating to each other on what they have going and how we can help with budgeting. Attempting to reach out earlier in the process would also be good.”

Sub-Contractor Findings

How will VJS need to evolve to meet your future needs?

“I think they are savvy enough to know its going to be a tight labor market, supply and demand, they should keep doing what they are doing valuing relationships with partners. Sometimes with supply and demand they need to hook onto someone rather than stringing people along and they should continue to reinforce that they have an edge at that and other people are picking up on it. Commit yourselves and stay with it.”

“I think they just need to recognize that just as their customers choose and trust VJS to be their partner they need to teach their PMs and senior PMs to treat the subs better with more respect and become better partners. This will create a better culture overall.”

“Well for us we consider ourselves a top-tier contractor in our business segments and we like to align ourselves with the top tier CMs as well. We would like to be aware of projects that are right for us. So if we could know ahead of time, we can make sure we have the resources and are available for the jobs. It’s better to be clued in on timing and jobs coming up.”

Sub-Contractor Findings

How will VJS need to evolve to meet your future needs? (continued)

“On large construction they are good contractors, on their account work they get kind of lax, for example Rogers Memorial Hospital. For large and new clients they have weekly meetings, but for accounts they have had they don’t. They should be better organized on those projects and this is coming from a contractors perspective, they need to keep the same level of commitment on this project as well.”

Architect Conversations revealed:

When you think of VJS what comes to mind?

“A great local Southeastern WI Construction Manger.”

“They are up there with like sized firms, all of them do a very good job. It really comes down to the people you work with on the projects and they have great talented people.”

“On a couple projects we have had large intense projects and they are able to get their arms around the project and maintain schedules.”

“They are medium sized project managers, there are some competitors that are larger and I don’t think that’s necessarily a fair or appropriate reason to select a CM. I think the logic they are using is that there is a constant real threat that the trades are in high demand and they think the larger firms can guarantee that they have labor available.”

When you think of VJS what comes to mind? (continued)

“I think that they bring tremendous history and knowledge to a project, they understand the complexity, they have the self perform, they have a broad bench and it’s not just the team on the project but the horse power at the office. They have multiple filters and a broader team on the projects.”

“When I think of firms that I would recommend to clients for larger complex projects, VJS is on that list.”

“Schools, institutions not necessarily working with developers, well connected.”

“For us we’ve always said we don’t work with companies, we work with people, our positive perception of VJS comes from the people we work on a day to day basis. They are people that we like and they are good at what they do.”

Architect Challenges

“The first thing that comes to mind is a smaller CM, meaning that the volume of work that we do with them and the geographical reach is smaller. Geographical reach in turn limits the opportunities to work together.”

“In the K-12 market, they are less know statewide just because they have a single office as far as I know, they don’t have the regional draw like CG, Cullen and Findorf.”

“It’s been my experience over the years that they do a good job of cost estimating in the sense that they are super conservative so projects often end up being less costly. So by being super conservative clients may not get everything they want. So we come back with significant cuts and the client gets money returned, some may see it as positive but we also see it as a concern. For some clients they may see it as a positive but some clients are annoyed because in the end they did not get what they wanted.”

“The A Team is near perfect, but if you get the C team there is some work that needs to be done. I’ve always had great experiences with them but I’ve heard from others that did not get an A team, but I have not had a bad experience.”

Architect Challenges (continued)

“I think they have a good reputation in the market, I would say their reputation is in the local area, not outside the immediate area, Southeastern WI. They are known in the community for schools, healthcare and corporate projects.”

“It’s a different level of relationship with the other CMs, we’ve become pretty good friends with PMs from other firms. I see our architects working with PMs smiling and enjoying working together and it’s truly a partnership. With VJS, when there is a job site meeting we kind of need to go into those in a defense mode waiting for the punches to come. We are doing a better job of addressing issues like that prior to meeting. The CMs that we work with regularly are better.”

How can VJS evolve to meet your future needs?

“VJS has done a great job in SE WI. Other firms have a broader reach geographically. If you have 3 or 4 competitors and they are more willing to travel, they end up with more experience and more stories to tell.”

How can VJS evolve to meet your future needs? (continued)

“I think the competitors are working on selling those preconstruction aspects of the job. They either need to do a better job of selling those services or find a way to neutralize the lead there.”

“The K12 industry has been selecting based on the referendum services. I don’t think this is a good thing, but it is the trend. Then the clients remain with the partner that worked on the referendum services.”

“I’d like to partner more with them and get them involved earlier, having VJS have a better understanding of what we do and where our pain points are would be helpful. I think we could understand each other better and have mutual respect for one another’s work.”

“I have talked with VJS over the years about how they could change with the education market. We are pursuing a lot of work in the Madison market and it’s tough to evolve and grow if you can’t get into those regions. It’s at a point where you need to decide if you will maintain where you are and focus on this region or you have to be willing to expand or willing to take on more areas. They would need to overcome the presence of Findorf and how deeply they are integrated in Dane county.”

How can VJS evolve to meet your future needs? (continued)

“Yes I think the one complaint for the whole industry with everything being pushed, our owners are pushing all of us to have budgets sooner and sooner and there is a push back on contractors to give that GMP guaranteed maximum price. From our standpoint VJS has a lot of industry knowledge and I feel like they can be more helpful to get that sooner.”

“I think the integrated project delivery in the privately funded world adding value early on in the process working to determine the feasibility of a project. So if they were more active in that market that would be smart.”

Owners-Rep and Developer Conversations revealed:

When you think of VJS what comes to mind?

“Long-standing, trusted, qualified construction firm. I’ve known these guys a long time, I was a competitor and we have mutual respect. Then I started my own rep firm and now I work with them. They have long standing relationships with clients that they have earned. Each firm, we all do things in a similar fashion and what you do to differentiate is general philosophy and the people. I like to tell people that people provide services and companies stand behind the work.”

“In order to survive and thrive in this market a firm needs to be progressive and proficient at preconstruction services and VJS is very good at that and they are contractually committed to that. Their Pre-con services are very good.”

“Mostly multi-disciplined general contractor, they do real estate work and they operate in business circles outside of just GC. I think that the development work is a benefit to them but it might create conflicts. I think they may have dialed back on anything but general contracting. That is as far as I can tell.”

When you think of VJS what comes to mind? (continued)

“I think they are well respected. I feel that they have had skill sets that are recognized strengths with certain clients. They have great senior housing, schools and public sector projects. They have done a great job with larger mixed-use, campus work that is housing oriented and non-profit and religious areas.”

“My overall sense is they have a lot of bench strength, and other firms don’t have that same level of resources. There are a lot of construction managers that don’t have the self-performance and I think they could focus on that to differentiate their business.”

“If you work with them, you like them and they are good people, caring and professional, trustworthy, a good solid company, but if you have a big highly sophisticated company that they are competing with, they would not come out on top against the high performance guys.”

“They seem to be good at understanding that every client is different and it’s all about understanding the client and getting into their head rather than some of the more corporate companies. They are across the board solid. They are competent but not masterful in any particular way.”

How can VJS evolve to meet your future needs?

“I think there are 2 approaches: one is that they beef up their pre-construction skill sets and that is incredibly important to us. The other thing is: we get a lot of marketing and ads from others companies showing their work in the market and we get these things from competitors. Like pre-cast concrete suppliers for example, they give you the ribbon cuttings but they also give you industry knowledge to better implement your project. VJS should reach out with marketing materials and that is an important messaging tool that makes people more top of mind. It helps your brain formulate the capabilities of firms. They could demonstrate the other work they are doing, but also to show how they are involved and innovating. Make it educational without giving away trade secrets, for example, because they are able to self perform and it has an impact on the schedule. I read the marketing materials when they come in, email and print. VJS is not as visible in the downtown market as some others. They seem more involved in the Waukesha market but they are not as prevalent as others.”

How can VJS evolve to meet your future needs? (continued)

“Honestly, as an owners-rep, what I look to get out of any given project are a couple things, I want my owners to be delighted with the project and we all want to work together again. I don’t need to get credit but one of the goals I have is that one of the key players will get some kind of recognition or promotion. I like to allow the teams to be able to provide their own value and get credit for it. I think we achieve that with VJS. Our West Bend project was very successful and now we got the Menomonee Falls project because of it.”

“Well one of the goals that I have and express at the beginning of any major project is that I don’t want any surprises and I want open communication. There are things we can measure for all projects like: budget, schedule, no injuries, quality, we all have to hit those. For example we may be under budget on a project but that isn’t always good, because if the client knew that they had more budget to spend, they may have invested in additional scope and now that opportunity is gone. I don’t like surprises I don’t usually get them from VJS.”

How can VJS evolve to meet your future needs? (continued)

“To recruit and retain the best people is so important and if you have employees leave in the middle of the project, it is very difficult. Innovation is the other key, how can we make the process better, faster, less expensive. Prefabrication experts are going to be the leaders. When BIM was new, Mortenson used it for a Disney project and hired staff from Boeing to be on the project. That was progressive and that is innovation.”

“It’s all very positive, one suggestion I have is: their standard contract has modified language that is very one sided towards VJS and does not fall under the category of fair and customary. As an owners rep I wonder why this is still included in their contracts. Their Bonding terms are not acceptable.”

“I think that somebody told me that they golf too much. I think you can market and develop relationships and they have to decide how they want to spend their time. I think that some other owners are more hands on in the projects. My perception is they are more sales and marketing focused than hands on in the projects. For some people the legal issues can be concerning.”

How can VJS evolve to meet your future needs? (continued)

“I think they’ve done these surveys in the past and its good that they are interested in what people think, people trust and like them but I think they are limited in their growth going against some of the more high performance companies. I think they can do really well with their relationships, they just need to stay out of trouble. They should have somebody there that knows how to stay out of trouble.”

“I know what’s going on out there and very few of the builders call me, Craig was good about it, but I never hear from them. I do get calls from some other companies and meet with them.”

VJS Construction

Categories	Research Results
Audience	Owners, Developers, Community Leaders and Architects with a particular focus on Senior Living, Aviation and Education.
Attributes	VJS has an excellent reputation, which clients attribute to your expertise, quality, great customer service and communication, and creativity in delivering high-quality, on-time and in-budget work.
Personality	Relationship oriented, experienced, professional, hard working and community oriented.
Benefits	VJS is a trusted partner delivering high quality projects. VJS listens and communicates, solving challenges with creative solutions while putting the customers needs at the core of their efforts and business.
Challenges	VJS faces challenges in growing education project opportunities outside of Southeastern Wisconsin. VJS faces challenges with maintaining positive sub-contractor relationships. VJS faces challenges with some PMs that are not treating architects and sub-contractors with respect, which will erode goodwill and the VJS reputation.
Competition	The first opportunity to work with new clients is critical to long-term growth. Loyalty to VJS after completion of projects is solid, based on delivery and proven performance. Competition is mostly relevant when working to win new business.

Overall Web Presence Recommendations

CDC Recommends...

Segmenting projects by category

Communicating your status as experts in the Senior Living, Aviation and Educational markets.

Considering and communicating the geographic areas you want to work in.

Communicate the fact that VJS understands the economics of building and development and delivers through creative problem solving and expert project management.

Communicate the collaborative nature of your process working with clients.

Create video to communicate how VJS has met and exceeded expectations on projects.

Overall Marketing Recommendations

CDC Recommends...

Segment and market to your specific market segments with monthly or quarterly educational information highlighting new technologies, products and strategies.

Your reputation is an asset, create videos that highlight projects and integrate satisfied client voice-overs.

Strengthen relationships with architects and sub-contractors, leads can be generated from industry partners.

Consider having new PMs shadow your more experienced PMs when they are managing conflict or problem solving to improve their performance.

Consider partnering with a communications partner to provide greater support on the side of graphics and communications for school districts around school referendums.

VJS Key Messages

VJS Construction is:

- A collaborative team of dedicated professionals delivering high-quality construction services.
- Committed to on-going improvement, standards and new technology in the construction industry.
- An expert construction partner committed to creating new standards and best practices in Senior Living and Educational facility construction.
- A team player committed to providing our clients with the best service and expertise in the industry.

VJS Construction's Position in the Marketplace

Successful positioning will effectively communicate:

- What you do
- The strength/benefit of your services
- What differentiates you from your competitors
- Why clients should collaborate with VJS on every project

VJS Construction is

A trusted and innovative construction partner with recognized expertise in Senior Living, Education and Aviation facility development.

The VJS team promotes leadership and a collaborative approach with a dedication to detail, innovation and value engineering to deliver projects of exceptional quality.