

Do you know who is  
building in your  
area?



We do...

# ... and we provide solutions

Construction Monitor is the industry source for accurate, timely, and complete building permit information in the United States. Our construction leads include key project data to help building professionals, general contractors, sub contractors, and suppliers better target and reach new customers.

As the industry leader on actual residential, commercial, pool, and solar permit counts Construction Monitor:

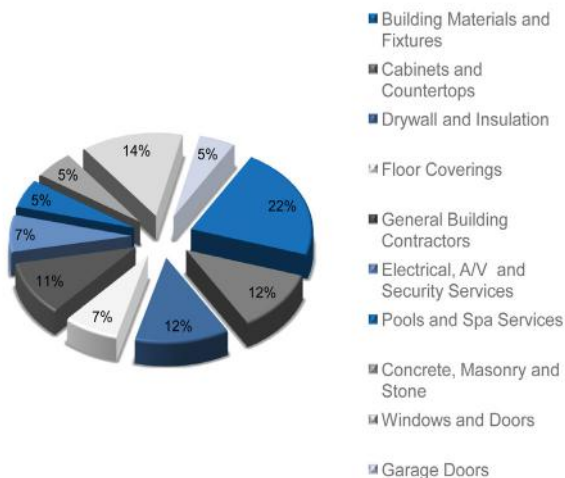
- Bases raw data solely on permit applications.
- Provides a detailed, searchable data interface.
- Collects tens of thousands of permits on a weekly basis.
- Offers historical data on millions of permits.

In today's ever-changing market, accurate building permit data yields valuable information that provides analysts with a dynamic data source for market forecasting, quantitative research, and economic analysis. Housing activity is a key economic indicator to consider before making critical data-driven decisions. As a timely and accurate data source, Construction Monitor guides strategic planning and important investment decisions for many businesses.

**segment** **grow**  
**target**

# Business-critical data

## Top 10 Industries Using Construction Monitor



Construction Monitor is an essential sales and marketing tool that assists companies in reaching the important decision makers building in hundreds of markets nationwide. Every week we collect valuable permit data from thousands of jurisdictions to monitor new building activity, resulting in millions of quality leads nationwide each year.

## “The Source”

for accurate , timely and complete building permit information in the U.S.

# Our Toolbox

In addition to access to thousands of new project leads, a subscription with Construction Monitor offers an assortment of powerful data tools available on our website. We encourage and assist customers to segment the data easily to target prospects who will benefit the most from their product or service.



**Powerful tools  
to reach your  
next customer!**



## Powersearch

Powersearch is our most popular and comprehensive tool with an easy-to-use interface that generates instant search results. Search our database for the projects that you want to target based on area, type of construction, valuation, and more. You can even save your favorite searches to produce the perfect results.



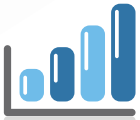
## Weekly Editions

Keep current on the latest projects in your area with our weekly editions.



## New Project Leads

Stay up-to-date with new projects being added in real-time to our database.



## Building Statistics

Track trends, compare areas, and see market activity across residential, commercial, pool, and solar construction types.

**Personalize** your communication message based on project type, market area, issue date, and value.

Our leads include:

**Who:** Contact information for contractors, owners, architects, and owner-builders involved in the project.

**What:** Project type and job specifics (e.g., remodel, window replacement, or a new home).

**Where:** Project location and address.

**When:** Permit date and number.

**How much:** Project value.

# Reach your cus

Residential	
Single Family Homes	
<b>Roberts Home</b>	
<b>Valuation: \$641,787</b>	pmt#:10-08633
12939 Rainrider Rd	5,434 sf
Highlands Ranch CO 80126-5659	01/13/2011
Lot 95 Highlands Ranch 118 O	
<b>Contractor</b>	
Advanced Building Concept	555-555-3130
797 W Freedmen Dr	
Littleton CO 80124-2549	
<b>Owner</b>	
Ben J & Gloria L Roberts	555-555-9506
910 Green Ave St Unit H	
Littleton CO 80129-2549	



*Each of our qualified leads comes with key contact information*

**Database Driven Marketing** continues to be an innovative way to place businesses in direct contact with the customer. Our valuable data contains the relevant contact information for the key prospects involved in the building project.



## Mailing Labels

Broaden your customer base with direct mail campaigns. Print mailing labels directly from our database for contractors, owners, owner-builders, and more.

# Customer directly



“Each dollar spent on direct marketing yields, on average, a return on investment of \$11.73, versus ROI of \$5.23 from non-direct marketing expenditures.”

**DMA's The Power of Direct Marketing:  
ROI, Sales, Expenditures and Employment in  
the US, 2009-2010 Edition.**

**Building Permit Data** is a fundamental part of understanding the construction trends in your market. Our database allows you to run critical reports that provide a broad industry perspective to gain insights on who the most active contractors are and where they are building next.



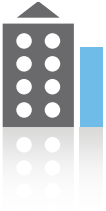
## **New Company Report**

Establish relationships with new companies in your area.

**Know your**







## Top Company Reports

Track the leading builders on your customer list and discover other top companies you want to be working with.



## Summary Reports

A broad statistical overview of your market area. These reports offer you an easy way to track construction activity and changes in project volume each quarter.

# competition

Stay current with the latest building statistics.



# customer support

*we're here to help!*



## Technical Support

Our support staff is available to assist you with any questions that may arise. Feel free to call our toll free number any time.



## Webinars and Training Videos

We offer webinars for training and extra tips on how to use our data tools. Past webinars and tutorials are available to view in our video training library on the website.



## Marketing Tips

Check out our webinars and white papers for additional tips on direct marketing campaigns.

# comments



"Construction Monitor is a great lead source for our business! We recently closed a \$45,000 sale to a customer we found through your publication."

**Don Leonard,  
Contract Furniture Gallery**



"I have used Construction Monitor since 1989 . . . the information has always been good, accurate, and timely. If you honestly use the names and prospect them you will get more business."

**John Allen,  
General Electric Appliance Company**



# **Construction Monitor**

The Ultimate Lead Source

**[www.constructionmonitor.com](http://www.constructionmonitor.com)**

Check out our site or call 800-925-6085