

Prospective Business

4-15-82

1. Existing Clients

2. Banks

B of A

Lloyds Bank

Glendale S & L

Union Bank - Santa Fe Branch, Vista

Imperial Bank

Heritage Bank

Wells Fargo Bank

Security First National - (Big bank customer but no work avail.)

3. San Diego City & County

San Ysidro Branch Library Admin. (City)

4. USN

Wholesale Repairs

5. Business & Industry.

6. Developers

Residential

Commercial

Industrial

Planning & Design; Civil Engrg.

Planning & Design; Civil Engrg.

Civil Engrg.

7. Health Care - Not pursued yet

8. Residences - also Contacts

9. Tenant Improvements - Jenkins & Perry & The Collector
10. Realtors - Fox Den Farms
11. Lawsuits - Expert Witness
12. Movie Theatres - Mann Theatres

1. General Brochure

Developer
Archit. / Int. Design
Civil Engrg

2. Newsletter

Quarterly
Lead article & questionnaire (Tenant Improvement article
to 9000 attorneys, CPA's
Insurance Cos.
& responses)

3. Mini Brochure

4. Awards Programs
Speaking Engagements

5. Newspaper Articles on Projects

6. Magazine Articles on Projects

7. Custom Proposals on Project Basis.

8. Slide Presentations

Prospective Business Approach for Non-Residential Developer Clients.

JVM contacting staff level decision makers in the following categories since no local connections

1. Banks + Savings + Loans (2 projects; one cancelled)
2. Business + Industry
3. City of San Diego (1 project w/ Joint Venture)
4. County of San Diego
5. State of Calif / UCSD
6. USN (1 project; 8 interviews)
7. Movie Theaters
8. Realtors (1 project)
9. Developers

Determine appropriate contact

Intro letter w/ brochure

Follow-up phone calls to set up meeting

Meeting with visual presentation & discussion

Follow-up letter, mailing list for newsletters etc

Follow-up phone calls

Request for Proposal for Specific Project

Project Interview

Selection

Architectural Track Record Locally

Track record locally for:

Business & Industry:

Imperial Communications
Mann Theatres
Behns Building
RWA Offices

Health Care: - no local track record

Residential Developers:

Pala Mesa
Oak Tree Ranch
Circle Farms
Country Club Meadows
Country Club Farms } not built
Fox Den Farms }

Banks:

Union Bank, Vista

Commercial Developers:

Shell Oil Planning
Behns Bldg.
Imperial Communications
Mann Theatres
Jenkins & Perry (Tenant Improv.)
The Collector
RWA Offices

Custom Residences:

Ray Family
Rosemary Carstens

Remodels: Gillis; Bradley, MacLean

Problems & Solutions

Image Perception - Smaller firm than capabilities
All things to all people w/ little focus on few.
Too diffuse in product type

Name identification. (Drop Environmental Group?)

Need Continuing clients in new product areas ✓

What does PWA do better than other consultants?

1. Unique & difficult planning & civil engg work
2. High Quality remodeling & renovation for residential & commercial projects
3. Well conceived & coordinated residential developments.
4. Expert Witness: Civil Engg & Architecture
5. View project from developers perspective

Limited identity for new building design

Limited name identification in community at large

No walk-in clients based on reputation at large.

Limited cross over from civil engg clients.

Limited contractor or bldg. supplier referral.

No reactor referral

No consultant, bank or accountant referral.

Large attorney referral (Johns & Perry primarily)

Can John Willgoose's past project experience be used effectively in California?

Solutions:

Continue marketing efforts on new contact areas.

Expand RWA reputation regionally through new P.R. efforts.

Get RWA principals more public exposure to receive acknowledgement as authorities in their fields.