




**GETTING THE MOST FROM
PFMI
FOR YOUR BUSINESS**

PRESENTED BY
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POST-FRAME ADVANTAGE



CONSIDER THIS...

- Would you like more **leads** this year?
- Would you like more **sales** this year?
- Would you like more **income** this year?

You can achieve all of the above
by participating in the
Post-Frame Market Initiative

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GOALS

To demonstrate how...

- the tools, research, and marketing efforts of PFMI can help you grow leads, sales, and income
- everyone can benefit from PFMI

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THE INDUSTRY'S FUTURE

- Continuing opportunities for **individual** companies to take action to grow their businesses
- New opportunities for the industry to work **together** to increase our penetration of high potential market segments

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OUR TARGET

Increase penetration of the low-rise commercial market

- One story
- 22,000 sq ft or less
- 100' wide or less



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OPPORTUNITY

- Educate building "influencers" on the advantages of post-frame construction
- Survey data tells us...
 - Architects/designers have the most influence in selecting a construction method
 - 58% of architects have not specified post-frame construction because they are unfamiliar with it

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SURVEY DATA

– When architects were asked what comes to mind when they hear the term “post-frame,” the top 3 responses were

- Post and beam
- Heavy timber
- I don't know

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SURVEY DATA

– When designing a low-rise, light-commercial project, the preferred construction method is

- Brick/Block 19.6%
- Post-frame 3.2%
- Steel frame 43.6%
- Stud wall 22%
- Other 8.2%

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SURVEY DATA

- When deciding on a construction method, the following factors—in order of priority—are most important to architects
 - Construction cost
 - Aesthetics
 - Service life
 - Design flexibility
 - Energy efficiency
 - Maintenance costs
 - Environmental friendliness
 - Strength of system
 - Speed of construction
 - Readily available construction specs/drawings/details

Survey data derived from the 2010 Benchmark Survey of Design Community Perceptions and Attitudes

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GOOD NEWS

Architects are concerned about topics that play to our strengths ...



... and we have a plan for educating them about the advantages of post-frame

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EDUCATION

- PFA Online University
- presentations and exhibits at trade shows
- Webinars
- College Curriculum

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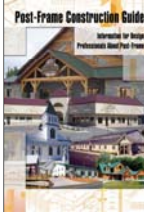
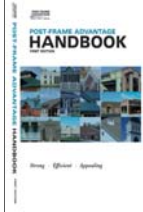
MARKETING

- Web site www.postframeadvantage.com
- articles
- print ads
- online advertising

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RESOURCES

- PFA Handbook
- Construction Guide



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ADVANCING THE CAUSE


- You have an important role in communicating the Post Frame Advantage
 - Within your own company
 - Among your colleagues

Let's us tell you how!

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WITHIN YOUR COMPANY

- If you are not a member of NFBA, join!



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POST-FRAME 101

- Take *Session #1 - Introduction to Post-Frame Building Systems* on the PFA Online University

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LINK TO THE PFA SITE

- Add a link to the PFA website from your company's website

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START RECEIVING LEADS

- Sign up to receive leads from the "Find-a-Builder" section of the PFA website

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UPDATE MEMBER PROFILE

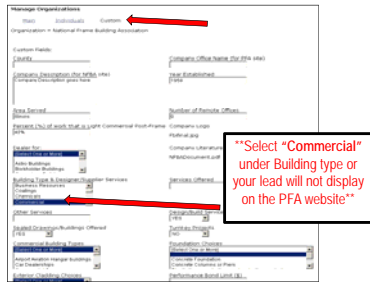
- Click "Edit My Organization"



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UPDATE MEMBER PROFILE

- Click the "Custom" tab and update company profile.

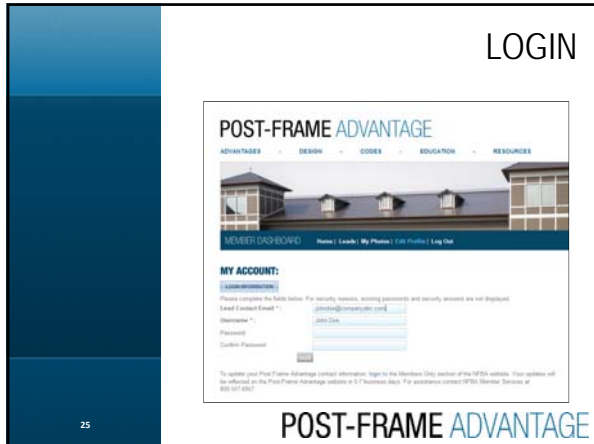


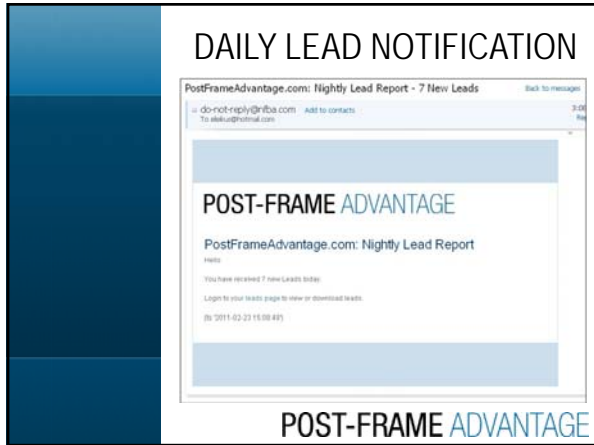
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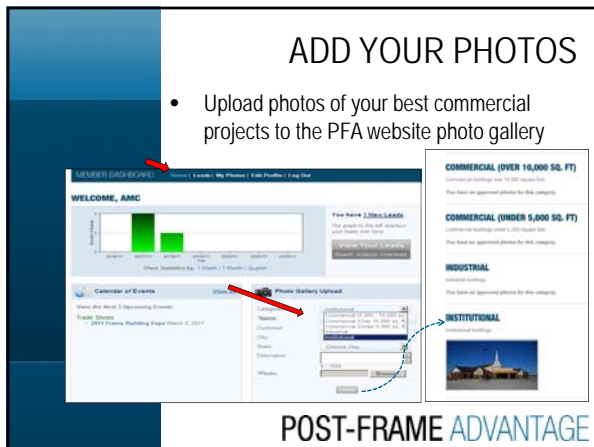
UPDATE YOUR PFA PROFILE

- Update your PFA login, password, and email address
 - Log in at www.PostFrameAdvantage.com using your NFBA Member Company login information

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PFA E-NEWSLETTER

- Make sure you receive and read the PFA e-Newsletter



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PFA E-NEWSLETTER

- Share it with your design community



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YOUR DESIGN COMMUNITY

- Encourage design professionals to sign up for the PFA e-newsletter
- Direct design professionals to the PFA Online University, Construction Guide, and other resources on the PFA website
- Host a lunch-and-learn with your architects

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YOUR SUPPLIERS

- Encourage the manufacturers and suppliers you know to support PFMI



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THE IMPACT OF ONE

- Working with **one** architect in Ohio in 2009
 - A builder bid on 5 fire stations and was contracted for 3 of the projects
 - General contracting work totaled **\$4,394,047**

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THE IMPACT OF ONE

- Working with **one** architect in Indiana
 - A builder was contracted for 4 projects
 - General contracting work totaled **\$4,310,656**

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OUR OPPORTUNITY

- Your support is critical to our collective success
 - Realize the potential to increase market share
 - Raise funds
 - Use the tools provided
 - Communicate our message
 - Reap the rewards

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THANK YOU!

- How can we further enhance the program to help you?



Don't forget to visit the NFBA Membership Booth in the Exhibit Hall for more information

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