



Evergreen Estimating And Resource Referral Network

**Connecting you to Professionals in the
AEC Industry through Social Media**
(10 Slides Total)



What is E²AR²N



- **EARN is for companies, organizations, and professionals that furnishes products or services to the AEC Industry.**
- **The purpose of this networking group is to give and receive referrals to create economic opportunities for its members**
- **Mission is to break down the traditional barriers of communication throughout the AEC Industry**

What is E²AR²N



- Virtual Networking “Group” which leverages the power of existing Social Media Resources
- Based on the concept that Networking can be “**FREE**” and “**VOLUNTARY**”
- Uses a simple 3-Step process to differentiate itself from other “vertical” general discussion groups

Who belongs to E²AR²N



- Construction Professionals from the predominant Professional Associations serving the AEC Industry



THE AMERICAN INSTITUTE
OF ARCHITECTS



National Institute of
BUILDING SCIENCES

An Authoritative Source of Innovative Solutions for the Built Environment



Who belongs to E²AR²N



AND.....any company, organization, or individual who provides “unique” products or services for the AEC Industry

**Material Suppliers, Manufacturers,
Construction Software Providers & Developers,
Commercial Banks, Insurance Companies,
Construction Claims Advisors,
Reprographers, Data Services,
Recruiters, Attorneys, etc.**

What E²AR²N is NOT



- A brick and mortar business
- A fee based professional association
- A Non-For Profit Group
- A place for SPAMERS to post unqualified solicitations

Why “Networking”



- **Networking is essential to growing your business or enhancing the level of service that you provide to your company or organization**
- **Good way to build your network of other Professionals that can bolster and support the services that you offer or provide through your company**

Why “Referrals”



- Without them, your business will die or you will not grow professionally
- The whole point and essence of networking
- To make Money and *EARN* business!
- Typically, the most difficult thing for some people to do, is to “ASK FOR REFERRALS”!

Simple 3-Step Format



- 1. Tell the group who you are and what you do**
- 2. Tell the group who a good strategic partner would be for you (i.e. Accountants with Timberline Customers)**
- 3. ASK FOR THE REFERRALS! Tell the group what a good referral is for you. This could be a specific person, a company, or just plainly the type of person or business that would benefit from yours or your company's products and services.**

Open Discussion Forum



- **Not just a general discussion forum for specific disciplines and trades**
- **Presents the opportunity to receive FREE advise and information from everyone who provides services or products to the AEC Industry, either directly, or indirectly**
- **The more people that join, the greater the knowledge base and power of the group**

E²AR²N on Social Media



- **LinkedIn and Facebook are competing for content and business**
- **LinkedIn is still viewed as “Professional”, most secure, but has less features and functionality**
- **Facebook is still viewed as “Personal”, less secure, but has the most features and functionality**

E²AR²N on Social Media



- You can choose LinkedIn or Facebook or both
- Both media will be “synched” in as much as the platform features allow
- Use them frequently or only when needed
- Or just check-in every once in a while to see what’s going on the Industry
- Remember, it’s **FREE** and **VOLUNTARY**



THANK YOU FOR JOINING US !

LETS GENERATE SOME BUSINESS !

