



Ways to Generate Revenue During the Holiday Season



The construction industry is often one of the hardest-hit when inclement weather hits, but that doesn't mean there aren't ways they can generate revenue during slow months.

Attend Tradeshows and Conferences

Tradeshows can be invaluable venues for making contacts that lead to more work and referrals. In addition, exhibitors may inspire ideas or provide solutions that can help you cut costs or make your construction company more efficient, leading to long-term cash flow improvements that make your business less susceptible to seasonal fluctuations.

Leverage Expertise for Consulting or Speaking Revenues

Construction companies may have in-house experts that could generate revenue by providing consulting services. Expertise in architecture, design, engineering, electrical and even construction business topics like planning, scheduling and financing could be leveraged to gain consulting and public speaking revenues during slow months.

Hold Classes and Events

The professionals employed by construction companies have technical knowledge and first-hand experience that can be shared in classes and events during slower months. Some of these events and classes could even bring in revenue themselves; others might lead to more work. Classes and events in construction-related courses might include:

- Teaching at a local community college
- Conducting classes for industry newcomers
- Holding events to educate consumers or teach classes for DIY (do it yourself) projects
- Host events for professionals on construction building topics
- Open houses for consumers, brokers or agents
- Community interest topics
- Networking events

Expand Your Footprint

Expanding business capabilities with corporate or franchise offices in different regions of the country could not only help you grow your construction company but also help make it impervious to winter weather slowdowns, since work can be scheduled in multiple marketplaces and adjusted around seasonal changes.

To read more Excerpt: www.kabbage.com/blog/construction-dead-season-8-ways-generate-off-season-revenue-slow-months/



DBE Opportunities

DBE Clinic Dec. 8th, 9AM – 12AM

- Pre-qualification KYTC
- Work Opportunities
- Marketing Construction
- Technical & Bidding Support

Location: District 7

763 West New Circle
Lexington, KY 40511

RSVP: 855-678-9323

About The DBE Program

The Construction Estimating Institute (CEI) works with Kentucky Transportation Cabinet (KYTC) as the statewide provider of the federally funded Disadvantaged Business Enterprises (DBE) Supportive Services Program.

We want to increase the number of certified DBEs participating in highway and bridge construction, as well as assist DBEs in growing and eventually becoming self-sufficient.

Additionally, CEI provides supportive services by assisting prime contractors and consultants with identifying DBEs for subcontracting opportunities on priority projects.

Common Construction Marketing Mistakes



The construction industry is growing, and no one can afford mistakes in [construction staffing and marketing](#). Eager to reach the right kinds of prospects, many construction contractors put together a marketing strategy that doesn't exactly fire on all cylinders. As

you make your marketing plans, consider some of these commonly made construction marketing mistakes.

Not having a solid marketing budget:

Your marketing budget needs to take in to account multiple factors, so it's important to give it a lot of thought. In addition to setting the dollar figure you're willing to spend on marketing, develop and estimate for increased sales. Develop a second estimate you're willing to work with if you don't see the increased leads you're looking for. Also, always have a plan for how you'll handle an unexpected increase in leads – such as a variable staffing plan.

Not choosing the right sources:

It's important that you're advertising in sources that are both credible, and legitimate to the construction industry. Low-cost advertising may seem like a great idea to save money, but it doesn't go a long way towards getting your name in front of the prospects you'd like to reach.

The word-of-mouth leads and referrals you get from other contractors are always useful. However, don't let your marketing campaigns end there. Often times prospects will still go online to look up construction companies, so follow up on these referrals early on and make sure you direct them to your website.

Not effectively communicating your strategy and proposals:

A well-tuned presentation will often win over prospects who were sitting on the fence, so make sure you give a winning presentation that leaves your prospects with a reason to choose you. Tell your story, and make sure you understand your prospects motivation and project goals so you can speak directly to them.

Having an ineffective web presence:

Making sure that you have a well-designed and updated website should be a key component of your marketing strategy. If a potential prospect can't find information about your company online when they look for it, they'll search for someone else.

Not having a flexible staffing plan:

Effective marketing will inevitably turn on leads and jobs that require more laborers than you currently have on staff. In a booming industry an effective construction marketing strategy will help you turn over new leads, generate new business and grow profits. Your marketing strategy is a great way to get your name in front of potential prospect.

To Excerpt: <http://constructionlabor.com/common-construction-marketing-mistakes>

Supportive Services Offered



- Estimating Training
- Building Capacity
- Mobilization Financing
- Bonding Assistance
- Marketing Plan Development
- Creating a Business Plan
- Building a Website
- Plan Reading



CEI is an educational organization providing the highest quality construction training in the industry. Over 100,000 owners, estimators, project managers, field supervisors, office support staff, foremen, laborers, and key management personnel have attended courses that are offered nationwide. The courses provide students with construction skills training and the critical information needed to be effective within their companies and organizations.

CEI DBE Supportive Services

Call 855-678-9DBE (9323) or visit us online at www.kydbe.com