



5 Ways to Brand Your Construction Company and Make More Sales



A brand is the promise of an experience

Walk into a Starbucks and you know you'll be surrounded by hipsters and overpriced but delicious coffee. Go to Disney and expect to experience "magic."

Creating a construction brand prepares your potential clients for an experience they're willing to pay for.

1. Set a budget

When you're deciding how much money to spend on a brand, know that you get what you pay for. A home-made logo probably won't be of the same quality as a professional design. **Professionals suggest** that you spend 1%-10% of your overall revenue on marketing—and branding is only a part of that budget.

2. Decide what you want to be known for

- ✓ Professional
- ✓ Reliable
- ✓ Trustworthy
- ✓ Fair
- ✓ Well Managed
- ✓ Good Quality
- ✓ Good Value

Read Excerpt at <http://blog.capterra.com/brand-your-construction-company/>

3. Choose a logo that represents you



There are some construction brands that have done this very well. **Consider:**

What makes all of these logos powerful? It's clear that these are construction companies and hints at the kind of construction that they do. These are elements you want to be looking for in your logo.

4. Storm the Internet



Once you've figured out your brand, it's time to build a website around your logo. Choose the same and **complementary colors** to further accentuate your brand. Set up social media to drive traffic to your site, and **blog about construction to boost your company's SEO**. Your website will often be your first opportunity to make a good impression on a potential client, **so invest well in it.**

5. Choose your superstar



The Brand Constructors has a particularly good idea for branding your firm... or more specifically, your people. After setting up your logo and your website, consider marketing your best team members. Having a branded expert on the team guarantees your customers they will have access to someone they trust.



DBE Opportunities

Want to learn more about the DBE Program

Schedule your Business Consulting Session Now

This will be an opportunity to discuss your goals and objectives along with some of the great opportunities CEI/KYTC provides for DBE's.

Please Call: 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.

Tax Deductions for Small Construction Companies



Basic Business Expenses

The Internal Revenue Service allows small businesses to deduct business expenses that meet two criteria: they must be both "necessary" and "ordinary." An ordinary expense is an expense for something that is in common use in the industry. For a small construction company, this might include power tools or a truck. A "necessary" expense is one that is important to running the business. For example, it would be hard to run a construction company without safety equipment such as hard hats.

Partial Deductions

Many small-business owners have tools they use both for their business and for their personal lives. The IRS permits deducting the expenses of such tools in proportion to their usage as a business expense. A truck that is used for work half the time and personal use half the time can have half of its expenses deducted. This rule also extends to use of a home. If part of the home is used for an office or other business resource, then expenses for that part of the home, such as insurance and utilities, can be deducted.

Depreciation of Assets

The heavy machinery and other capital goods that small construction companies use undergo depreciation, which is an accounting term that refers to how an asset loses value over time. There are several ways to calculate depreciation. Regardless of which one a manager uses, the depreciation on business assets is tax-deductible. That means the business can write off the decline in value of that old tractor or aging jackhammer.

Careful Bookkeeping

To claim all these deductions, the IRS requires a record of every expense. Small construction company owners should keep good records of all of their expenses in the form of receipts or some other evidence of the financial transaction. In most cases, keeping records on hand for three years should be sufficient. If the company has employees, it must keep all employment-related paperwork on file for four years, and if the company was seriously negligent in filing a return, it might need to produce records as much as six years old.

[Sales Tax By Zip Code taxrates.com](http://taxrates.com)

Sales Tax Rate Tables By Zip Code.Free Download. For Every State.

By Andrew Gilbert

Read Excerpt: <http://yourbusiness.azcentral.com/tax-deductions-small-construction-companies-27476.html>

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.kydbbe.com