

FINFROCK

DESIGN-MANUFACTURE-CONSTRUCT

Reduce Risk

Place Responsibility Where it Belongs

UNTIL NOW, construction may have been the only major industry where no one company stood up and took full responsibility for delivering a complete building the way Boeing delivers an airplane, Ford delivers a car or Dell delivers a computer. In practice, the traditional “bid” approach to construction served to “compartmentalize” the process, leaving the owner ultimately responsible for what amounts to a collection of individual services.

CHANGING THE SYSTEM

Finfrock’s unique design-manufacture-construct project delivery system dramatically changes the construction process. Now, for projects where precast or integrated parking are key, **one company does stand up and take full responsibility for delivering the complete building.**

With manufacturing at the center of our business, Finfrock is positioned to be a true **systems integrator.** By manufacturing the core structure of the building and integrating subsystems to meet specific customer needs, Finfrock delivers a building in a process much like Boeing, Ford or Dell.

As a result, the owner has a single overall provider taking full responsibility for delivering their building as a complete product.

WHY SHOULD THE OWNER HAVE TO GUARANTEE THE SERVICE OF OTHERS?

When you look closely at the traditional bid process, you see that it is the owner who actually guarantees the services of others. For example, when plans are given to contractors for bid, the owner is taking responsibility for their accuracy. In essence, the owner is guaranteeing the thoroughness and attention to detail of the architects, engineers and everyone else involved in the design phase. Also, should the designers fail to include all the specified requirements, the owner has no recourse but to pay for the missing pieces. The ramifications extend beyond just the cost. If the project is delayed you may lose a tenant or possibly miss a retail selling season. That “low bid” doesn’t look so good after all, does it?



This is called in legal terminology the “Spearin Doctrine” and the betterment rule.

Further, by choosing to set up this adversarial relationship between the architects and the general contractor, you position yourself as a “referee” in every dispute that arises. Every decision you make can become the basis of a suit by one or both parties.

EVEN WHEN you negotiate for services, rather than bid, and bring together a “team” to produce your project, you are still responsible for errors and omissions and ultimately, at risk.



WHY CAN WE TAKE THIS RESPONSIBILITY?

There is little incentive for these individual service providers to forge lasting connections as their success is measured solely in terms of that particular project. In fact, members of the “team” put together for one project may go in very different directions on the next. For instance, the project manager building a shopping center today was likely building an office building yesterday and may be building an apartment complex tomorrow. While each player may grow through individual experience, there is nothing to make the overall process better through the accumulation of shared experience.

Just as Boeing, Ford or Dell draw upon accumulated experience to build better products, Finrock has established an integrated project delivery system geared for continual improvement. Effective, efficient communication is at the heart of the system. All the members of the Finrock design-manufacture-construct team are in daily contact. Such strong connections enable solutions to problems on one job to be applied immediately throughout the system. Owners benefit from a process that gets better and better because we have cultivated a corporate culture where we share our experiences and learn from our mistakes.

Members of the Finrock team consider every aspect of what makes a structure work and work well. Finrock design professionals are in constant contact with the manufacturing experts, and the manufacturing experts get consistent feedback from the construction teams. That way, we are always able to design structures that can be manufactured and manufacture structures that can be economically built. This systematic approach reduces our risk so that in turn we can reduce your risk!



HOW THIS PROCESS BENEFITS YOU

Finrock's integrated project delivery system provides single source responsibility for controlling the key fundamental aspects of every job. This tight, turnkey system enables Finrock to greatly increase efficiency with levels of precision that **virtually eliminates risk for the owners.**

Continually improving every phase of the process, benefits each owner with more efficient designs, superior manufacturing techniques and components that fit exactly right the first time and every time. These on-going quality improvements deliver measurable reductions in overall price and time of construction that translate directly into lower project costs and greater value.

Finrock's turnkey system greatly increases efficiency and virtually eliminates risk for the owners.



As a precast manufacturer, Finrock self-performs over 50% of the total project, enabling us to offer early, accurate, lump sum pricing. We appreciate that sooner or later every owner faces the ultimate question: "Can this project be built in a way that makes real economic sense?" By focusing our business on projects that include structured parking, we have built a very detailed database on cost and performance. Owners benefit from this detailed data analysis by receiving pricing information that they can confidently rely on to be both accurate and complete.



YOU DESERVE A PRODUCT THAT YOU KNOW WILL WORK FOR YOU

Finally, since manufacturing is at the core of our business, we often find that we have very much in common with an owner or developer. Like them, **we understand the importance of delivering a quality product at a competitive price and standing behind it with genuine confidence.** That is why we are the one company willing to stand up and take full responsibility for delivering a complete building. Should the situation warrant, we can even offer an extended warranty to further extend the value of our product.



Companies that buy from Dell, Ford or Boeing, know that they are getting a product that meets their specifications at a price that fulfills their expectations and is backed by a single source of responsibility. **Why should your building be any different?**

As a result, you are afforded the quality and genuine value you truly deserve!

FINFROCK

Finrock is the Leader in Integrated Project Delivery.

IN CONCLUSION

Finrock is the one company that you can count on to deliver a complete product. With Finrock, you benefit from:

- A design that meets your expectations
- Pricing that is timely and accurate for evaluating your pro forma
- A fully integrated project delivery system that speeds project completion
- Added value of single source responsibility that eliminates the adversarial relationships inherent in the traditional bid process