



PARTNERSHIP INTRODUCTION & KEY BENEFITS

Mission

ABC and JobSite123.com have partnered to:

1. Give ABC members a zero-cost, competitive advantage in the online promotion of their company's complete qualifications and network of trusted relationships in JobSite123.com and FindContractors.com, which will lead to greater optimization in other major search engines (e.g. Google, Yahoo, and Bing).
2. Showcase ABC as the most technologically progressive industry organization for strategic B2B marketing of commercial construction related products and services.

JobSite123.com Overview

JobSite123.com is a powerful new search engine designed to help users **FIND, QUALIFY & CONNECT** with architects, engineers, contractors, suppliers and other professionals in the commercial construction industry. It serves as an instant pre-qualification tool for industry buyers – while doubling as a powerful marketing tool for industry sellers.

Companies showcase their complete qualifications, client performance ratings and industry relationships in our standardized profiling system for free. Our profiles provide readily accessible answers to the most common prequalification questions asked by today's project owners, facilities managers, construction managers and general contractors – like an instant prequalification form – only better, because they're dynamic and contain more features to help companies promote their businesses online. JobSite123.com indexes all company profiles in our search engine and blasts awareness for them in Google® and all other major internet search engines, taking the mystery out of building an effective B2B web presence. Our free profiles can be cross-linked to any company's existing website, to drive qualified traffic and increase search engine optimization. They also come with their own friendly URL, for those companies who cannot afford to create and maintain their own website.

JobSite123.com is 100% free. It is supported by an affordable and hyper-targeted advertising model that includes premium and enhanced listings, banner advertising, and other sponsorship opportunities.

Key Benefits for ABC Members

1. All ABC members are now featured LIVE in JobSite123.com as an automated member benefit. Each ABC member can "claim" their JobSite123.com profile and maintain expanded profile information with a private username and password.
2. When the newly enhanced ABC membership directory is launched in July, all ABC member profiles in JobSite123.com will be simultaneously displayed in FindContractors.com – for 2X the online exposure.

3. JobSite123.com's enhanced profiling system will help ABC members to:
 - a. Showcase their entire scope of services, specializations, project portfolios, proof of insurance, bonding, safety record, promotional videos and much more!
 - b. More effectively promote their current qualifications to existing clients and prospective new clients, with \$0 cost and no web skills required.
 - c. Link their company profile to other company profiles, to cross-promote their respected peers.
 - d. Receive valuable feedback from their clients using the Client Performance Rating features, and post the results directly on their profiles for additional marketing power.
 - e. Save time and money obtaining (and maintaining) qualifications related information from all of the companies on their bidder lists. Users can privately follow companies, communicate requests and track updates in seconds.
4. JobSite123.com profiles come with their own friendly URL, serving as a stand-alone web presence for those companies who cannot afford to create/maintain their own website.
5. ABC members receive a 10% discount on all paid services on JobSite123.com (e.g. premium listings, banner ads, and other sponsorship opportunities)
6. By year end, JobSite123.com's search result ranking algorithms will be enhanced to favor all ABC member companies that have completed profiles – for even greater exposure.

Key Partnership Benefits for ABC

1. JobSite123.com's industry-leading profile technology will begin powering FindContractors.com in July, 2010. JobSite123.com will also power all Chapter level membership directories (as desired) through an auto-filter from the new FindContractors.com that may be linked to any Chapter website at no cost.
2. JobSite123.com will provide additional branding exposure for ABC on all JobSite123.com search result pages and company profiles (with ABC member logos next to member company names, prioritized display of ABC awards and certifications, etc.)
3. JobSite123.com will assist ABC chapters in recruiting new members by providing prospecting information mined from JobSite123.com's database of non-ABC members.
4. JobSite123.com will work together with ABC to design and deploy additional features on JobSite123.com and FindContractors.com.

Got any suggestions?

If your ABC staff has any questions about JobSite123.com or suggestions on how we can improve our products and services, please contact:

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Need Technical or Customer Support?

If your members need assistance with their JobSite123.com profile, or wish to learn more about our products and services, please direct them to contact:

Customer Solutions
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