

understanding

RETURN ON INVESTMENT

WHEN IT COMES TO YOUR BUSINESS, EARNING A GOOD RETURN ON YOUR INVESTMENT IS WHAT IT'S ALL ABOUT

Let's cut to the chase. One of the main reasons you're in business is to make money, earn a living. A large part of being successful is maximizing the rate of return on your investments.

Time is money

Nowhere is this truer than in construction. Once you've started to build, delays work against you and your money. Not only do delays cost you money in increased construction and interest expenses; they also cost you in lost sales and opportunities. That's why it pays to go with a dependable builder with a proven track record. Small, non-specialized builders often do not have the manpower or the resources to get your project finished on your timetable.

Larger, reputable builders have multiple, large, specialized work crews and equipment that can be mobilized to get jobs completed quickly. Also, look for builders who have full-time project managers, whose one and only responsibility is to make sure your building gets done right, and on time—so you can get on with business.

Minimize costs from the start

And speaking of saving money, why not get a head start? Did you know that post frame

Business can be risky, but offers potential for great rewards. Choosing the right builder - and building - minimizes your construction risks and can improve your return.



buildings have a lower initial cost than most other types of construction? They also go up considerably faster, which gets your business going quicker. And when it comes to insulating your building or installing an interior steel lining, it is much easier with a post-frame building than

in a steel building—resulting in savings on energy costs and a higher return on investment.



Companies with over 150 field workers can mobilize the manpower and equipment needed to get your building up quickly.

Options, options

Having an aesthetically pleasing building in a good location helps you attract the types of clientele you need for your business. An attractive, well-designed, functional building is also a visible and tangible symbol of your company's mission, purpose and values.

With post-frame buildings, it is very easy to customize—to add to or modify the basic design to get just the right look or the right image you want to convey to your present and future customers. Post-frame buildings easily accommodate an abundance of image-enhancing design options, including optimal arrangement of doors and windows, as well as a variety of roof lines and pitches, overhangs, offsets, porches and more.

In comparison, standard steel buildings typically have plain lines and no overhangs. This



The FBI Educational Resource series was developed to help our customers and prospective customers understand the sometimes complex issues of planning, designing and constructing a building. We believe informed purchasers make the best decisions and are the most satisfied in the long run.

Little design extras go a long way towards making your building appealing to customers or tenants. Post-frame construction easily accommodates overhangs, porches, offsets and interesting roof lines.

often makes customizing their appearance cost-prohibitive, and seriously limits choices.

Change is here to stay

In today's fast-paced, high-tech, global economy, the ability to move swiftly and effectively in response to the ever-changing customer wants and needs is critical. Is your business going to be exactly the same five years from now? Ten? Twenty? Not likely. That's why in today's marketplace it pays to have a building that not only does what you need today, but also has the flexibility to change for what you need tomorrow.

With post-frame buildings, structural or design changes aren't nearly as difficult as with steel buildings or other types of construction. Wood is much easier to work with than steel girders, for instance. Is your industrial rental building getting a new tenant? Need a wall moved? Floor plan changed? Not a big problem. In a post-frame building you get a clear-span interior. That means the inside of your building is wide open space—making build out easier and more economical. Need windows or doors moved? Again, this is readily accomplished with widely

spaced columns, giving you plenty of flexibility.

And what if you ever decide to sell your building to someone in an unrelated business? Selling a building that has the ability to easily adapt to a variety of uses significantly enhances resale value.



A post-frame clear-span interior lets you make the most of your interior space. There are no large, unsightly steel girders to work around.

or eventual higher resale value, they make it a top priority to squeeze every last percentage point out of their return on investment.

The bottom line? You need to seriously consider what types of builders and what types of buildings will give you the best value for your money and the highest rate of return on your investment.

The bottom line

Whatever business you're in, it's pretty safe to assume that your building or buildings are a major portion of your total assets, a significant long-term investment. Smart business owners know that in today's competitive marketplace, they need every advantage they can get. Whether it's saving money on initial costs, getting into operation faster, having more design options and flexibility,



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