

# Construction With HEART



## NEWS

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Issue 1

Heart Construction identifies and solves potential problems before they occur, so we can save our clients time & money while delivering a superior end result.

Our experience spans multiple industries and types of facilities from health care, commercial office, retail, long term care and CCRC's, multi-family residential, tenant improvements, moderate to low income housing, to institutional and food service



Joyce Mitchell & Gennaro Di Nola  
Principles

### Energized and Focused: Positioning for the future By Joyce Mitchell, Principal and Managing Director

In keeping up with a modern Heart Construction, we recognized the need to re-direct our brand identity and to ensure that we communicate what we stand for. We went through a process of re-energizing in 2009 and reached out to our customers and prospects to shine a light on their goals, concerns and needs.



I am proud to say that our commitment to quality has never wavered in the face of economic adversity. Our materials now reflect this promise: Cutting corners is never an option. This is a true reflection of our core brand. We are proud to unveil our new look.



We recently launched a new communications campaign and a new website packed with information and new functionality at [www.heartconstruction.com](http://www.heartconstruction.com)

While the national economic conditions have put everyone to the test, I know that Heart Construction will be still standing strong in many years and I am committed to our relationships and our legacy.

Thanks to our clients for giving us the opportunity to provide them with great work and great service. Here is what they had to say:

There was a constant clear line of communication that essentially saved us money.”  
Les Weakland, HART.

Their ability to ‘turn on a dime’ and still meet the time and cost requirements of my project was exemplary. Roy Cogle, Jr., Ph.D.

They offer suggestions to make the project cost-effective Warren J. Schob, CAM,  
Property Asset Management of Florida

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## Heart Construction Among Top 40 Contractors in the Gulf Coast Region

### GULF COAST **Business Review**

The Daily News Source for Gulf Coast Business Leaders

Heart Construction is pleased to announce that we were ranked as one of the top 40 contractors in the Gulf Coast Region by Gulf Coast Business Review. In an article, Capitalism Finds a Way, Rod Thomson noted that despite this difficult economy, there are well run firms that are surviving and Heart is honored to be considered among this distinguished group.

### The Latest in Business: FEELING SQUEEZED?

By Gennaro Di Nola, Principal and Director of Operations/Pre-Construction

These days it seems that the entire country is feeling squeezed from clients that still need their construction and renovation needs met but have smaller and smaller budgets to work with, to builders and contractors that are feeling the pinch of tough competition.

While lowest bid, best value and best return on investment are everyone's goals, the squeeze strategy carries a real danger that may place clients in dire situations. It is important to understand the ramifications of the bidding process, in the interest of general contractors, subcontractors, and most importantly, clients. Clients financial health can be put at risk and liens put on their property in a domino effect.

We have seen various general contractors in the industry cutting subcontractor bid numbers by as much as 10%. Recently, Heart Construction happened to be given a buy tabulation issued to a subcontractor from a competing GC. This was in the form of a congratulations letter to the subcontractor and simply stated that they were one of a group of potentially low bidders being considered for the project and proceeded to publish a budget number targeted for their trade. This GC was approximately 9 % lower than Heart's bid, who was 2nd low bidder. When evaluating the buy tabulation, each of the trades listed was consistently lower than our (Heart's) lowest responsive subcontractor bid by 10%.

These practices seem to be prevalent in the industry and are undeniably a sign of the current tough economic conditions. However, while negotiating is common and a reasonable, and buy out percentage is achieved between 1 and 3%, 10% will most certainly put subcontractors in financial woe and have far reaching consequences. This can adversely affect the property owner when vendors and suppliers of those trades place liens on the project for unpaid invoices. The financial impact of poorly negotiated buy outs on projects can have far reaching implications for everyone involved in the project.

Heart Construction works hard to strike a balance between what is taking place in the market and meeting our clients needs. Heart values its relationship with its clients and subcontractors, which is why cutting corners is never an option.

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## Coming Out of the Ground Town of Lady Lake Public Library expansion

Heart is excited to present this current project: This 44,000 SF two-story addition project is scheduled to be completed in February 2011 and will quadruple the library capacity.



44,000 SF two story addition project utilizing the comingling of complex structural elements to include mat foundations, steel structure with concrete topped hollow core plank for first story/second floor, pre-engineered steel second story/roof and masonry bearing with wood trusses for connection points to the existing structure. The existing spaces are to remain occupied during construction.

The project includes a clock tower, exterior enclosed courtyard with canvas canopies, and extensive site work, parking and landscaping. More information at [www.ladylakelibrary.com](http://www.ladylakelibrary.com)

[www.heartconstruction.com](http://www.heartconstruction.com) 727-572-8022

## WE DON'T KNOW WHEN TO SHUT UP

*"It was a partnership, they knew what our needs were and what we wanted. There was a constant clear line of COMMUNICATION that essentially saved us money".*

~ CDE Development Group

Cutting corners is NEVER an option

