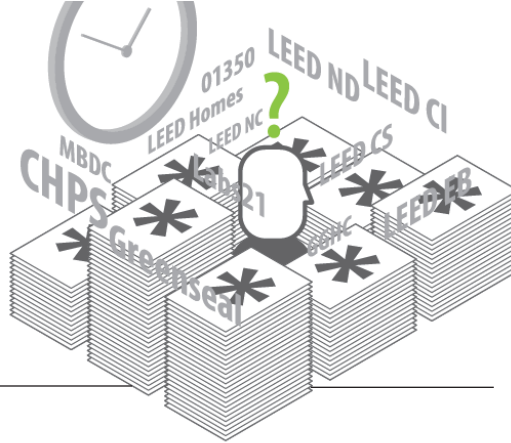




ecoScorecardSM

PRODUCT BENEFITS

eliminate
document
preparation and
search time...



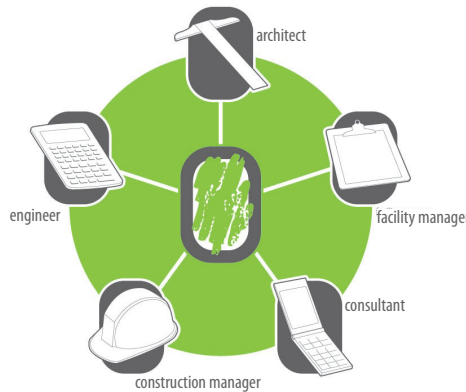
What is ecoScorecard?

ecoScorecard is a web-based tool that helps architects and designers measure the environmental impact of specific products and materials.

Around the world, project teams face increasing challenges—especially in searching for materials that meet the requirements of green building.

ecoScorecard:

- supports product web sites by cataloguing green products and their environmental characteristics
- performs the calculations needed for seven environmental ratings systems
- allows the architect to quickly determine which products best meet their needs
- produces the necessary docs for inclusion into their spec
- makes the overall process easier and faster



ecoScorecard is a valuable design resource for multiple decision makers who need quick and accurate information for greenbuilding projects.

Successful selling means having answers. How a product meets a customer's green needs is now a key question sales reps need to be able to answer accurately and quickly. But getting this information is not a simple task. Finding out the answer can take several weeks as sales reps talk to manufacturing, research and development, and other departments. The result is wasted time—not only for the sales rep who spends valuable time away from selling, but also for the customer who must wait to get an answer.



LESS THAN ONE MINUTE

Demand

Market demand for green is growing. While price, design, and quality remain strong factors in selecting a product, how the product scores on environmental rating systems has now become another important determinant. ecoScorecard not only shows what makes a product green, it also provides a detailed report of how a product contributes in seven rating systems. ecoScorecard delivers the information customers need to build green.

Sales Force Benefit

ecoScorecard provides the answers sales reps need to provide the best customer service they can. With ecoScorecard, sales reps can easily access information about how a product contributes to specific credits, as well as find the numeric information they need for documentation submittals.

Ratings Systems Knowledge

Ratings systems change frequently. There are currently more than 40 ratings systems in North America, and keeping up with LEED alone can be a full-time job. ecoScorecard constantly tracks and updates changes to the seven dominant rating systems, so products on our system always reflect the most current and factual contribution information.

Market Intelligence

ecoScorecard provides clients with monthly market intelligence on how visitors are using their ecoScorecard web site. What keywords are they searching for? What rating system is being selected to evaluate against? What type of project they are working on? How many square feet? If you wonder what green buyers are looking for, ecoScorecard is the only system that can give you such valuable insight.

For more information on pricing, please contact a sales representative at 1-800-603-4765 or visit www.reedconstructiondata.com.

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