



BBE Talks

Keeping up with the times!

Realizing that the commercial markets are moving more to energy saving strategies, Bob recently attained his LEED AP designation to better serve our customers. Even if your project is not a registered LEED project we can still consider cost saving LEED strategies.



Have you ever asked these questions?

- Why does an ADA rest room retrofit cost \$10,000?
- What is the difference between a budget and a bid?
- Why does it take so long for pricing?
- What is the difference between general conditions profit and overhead?
- Why should I request a cost breakdown?

Bob Phillips, President of BBE, would like to make himself available to join you for a specific "Tech Talk" at your office to answer those questions that you have regarding contractor / real estate professional interaction. Simply call our office with basic or specific goals and schedule a date. Our presentations are strictly educational and are not making this offer to sell a product.



A contractor's perspective on budget estimation for lease proposals.

Over the past 18 months I have been getting more and more requests to prepare a "budget" for a perspective tenant. I have provided budgets for years at no cost to regular customers. The difference today is I am being asked to provide a construction budget along with three or four other contractors from little more than a verbal description. This change in strategy is understandable in light of the lack of available tenants and overall competition among contractors. It is also a grave mistake.

Protecting my customer has always been my number one priority. I never wanted to low ball a budget only to have my customer get the lease deal done and discover the actual cost was double. The new pre lease construction budget strategy only ushers in contractors that will be submitting low budget numbers fearing the truth will exclude them from the opportunity to bid the project properly if the lease is signed and construction documents are produced. Without a scope of work you simply cannot compare budgets. I wish I had a nickel for every time I had a customer tell me "I wish we would have used Bay Breeze."

I suggest that you find a contractor that you know, like and trust. Pay your trusted contractor a small fee to prepare a proper budget that includes a scope of work with reasonable assumptions. Without the pressure of being eliminated, for protecting their customer, you will be the beneficiary of a far more accurate budget that you can have confidence in if the lease deal works out.

BBE takes 1st Place-Commercial Specialty at the NARI West Coast Remodeling Awards

National Association of the Remodelers Industry 2009 Evening of Excellence had another successful turn out for the year. Over 75 Contractors entered projects into multiple categories from Residential Interior Remodels to Commercial Exteriors. Bay Breeze Enterprises, Inc. took 1st place in the Commercial Specialty category for the Mission Aveda Salon. You may recall the salon in our Project Spotlight from the last newsletter. The floating ceilings were an impressive design and convinced judges it deserved the top spot!!!



Mission Aveda Salon & Spa, located at 1506 66th St. North St. Petersburg, featured in BBE Talks "Project Spotlight" Winter Edition.

REBUILDING TOGETHER



Bay Breeze Enterprises, Inc., organized a team of volunteers for Rebuilding Together Tampa Bay's "Kickoff to Rebuild 2009" event to help families in need. RTTB repaired and restored 20 homes in the historic community. Teams painted homes, planted trees and provided major repairs and home restoration components. Rebuilding Together invested more than \$600,000 into the neighborhood through combined corporate and in kind donation support and sponsorship for Kickoff to Rebuild.

SOCIAL MEDIA: An invitation for spam or an affordable marketing opportunity?

By now most of you via your children or grandchildren have heard of LinkedIn, FaceBook, MySpace, Twitter, etc. They are on line networking sites that you can join for free and, depending on the site you choose, can post photos, send and receive recommendations, list your accomplishments, etc.

Although MySpace and FaceBook are more social media sites geared towards light hearted non business-like features where your friends can comment on your home page, LinkedIn however is a straight forward business networking page. No writing on one another's wall, no opportunity to have inappropriate comments written on your wall, no embarrassing photos posted of you in your short shorts in circa 1972. Admittedly, it is not the easiest site to navigate in the beginning, however, the power of LinkedIn is undeniable. It gives you an opportunity to have your very own personal profile page where you can promote your business, accomplishments, ask and give referrals, join groups of interest to you where you can ask, and or find, practically anything you want.

NARI National, NARI Green and now NARI - Tampa Bay has a group that you can join where you can read or share blogs. These groups are not open to all. You must make a request to join and be granted permission. If you are new to blogging it is a wonderful way to broadcast what's on your mind regarding an issue that is important to you. If you have not checked it out go to www.linkedin.com and search for names of people you know. You would be surprised who you may find. It's free, it increases your internet search "hits" on the web and it's informative. There are very few arguments **not** to take advantage of this powerful and emerging medium.



Social Networking Craze

Bay Breeze Enterprises continues to network in the community through social networking groups. These groups meet around the county and build quality marketing through relationships and a "Pay It Forward" attitude.

What can Bay Breeze Enterprises do for you?



Business Networking International

Business professionals meet weekly, one company per trade allowed, to network with one another and refer contacts and leads to each other within that group. Bob meets with the Seminole group on Thursday mornings; call him to see if your trade is represented.



Free Networking International

With groups meeting everyday and almost everywhere, finding a place to network and meet other business minded professionals is easy with FNI. Check out their website and click on the Events Calendar to find a group near you.



Business Ladies Advancing Business

Meeting on Tuesday mornings with the Seminole group, Mary-Sue represents BBE and construction women proudly. Check out a location in your area to see if you can represent!

Division Spotlight

Bay Breeze Enterprises, Inc. CONCRETE DIVISION



Vic supervises a concrete slab pour at a tenant build out.

Did you know BBE has a concrete division?

Headed up by Vic Wallace, BBE's Concrete Division makes your small concrete needs a **breeze**. Vic has a Landscape Engineer's degree from LSU and enjoys work with Landscape Architecture as well as concrete and masonry work.

With 28 years of site development experience, you can count on attention to detail on every aspect of your project.

...*"Vic's the hardest working superintendent I've ever seen on a build out."*

(Property Manager Testimony)

...*"Vic is the only one I trusted on my project at my home".*

(Homeowner Testimony)

- SIDEWALKS
- DRIVES/APRONS
- HAND FORM CURBS
- HANDICAP RAMPS
- PERVIOUS CONCRETE
- FOOTERS

- HEAD WALLS
- POUR IN PLACE
- RETAINING WALLS
- PRIVACY WALLS
- DUMPSTER ENCLOSURES