

FACT: In the **FUTURE** virtually all major construction projects will require the use of Building Information Modeling (BIM).

So **NOW** the big question is....

What is YOUR BIM STRATEGY?

OPTION 1

Business as usual.

OPTION 2

Delay investigating until later when you may be too busy to thoroughly evaluate your options up front.

OPTION 3

Learn more now while you're still ahead of the curve (by talking to the experts at Duncan-Parnell).

(Hint: Option 3 is the smart choice.)

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What BIM is (and isn't).



Building information modeling (BIM) is an integrated process that allows architects, engineers and builders to explore a project's physical and functional characteristics digitally – before it's built...

- Coordinate trades and schedules for improved efficiency.
- Detect and resolve MEP clashes before construction begins.
- Visualize, simulate, and analyze real-world appearance, performance and cost.
- Deliver projects faster and more economically, with accurate documentation and less environmental impact.

Separating myth from reality.

Myth: BIM is only for large projects with complex geometries.

Reality: Projects of all sizes and shapes are benefiting from the use of BIM.

Myth: BIM is only for large firms who can afford it.

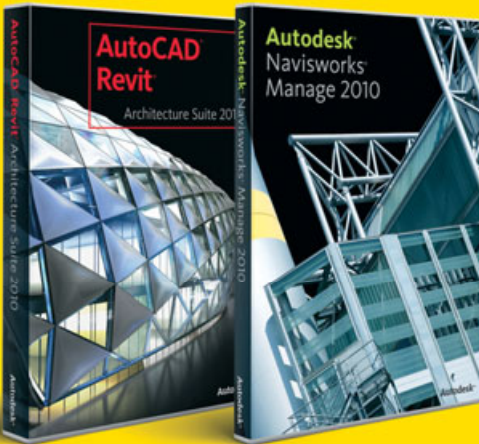
Reality: Firms of all sizes can benefit from BIM since the level of investment and commitment is scalable.

Myth: A BIM project must be a single model.

Reality: The benefits of using BIM can be attained from modeling a subset of the project. It is common to have multiple models on a single project.



BIM tools of choice.



Duncan-Parnell offers more than 30 Autodesk applications for initial licensing or renewal!

As a leading software developer, Autodesk has a portfolio of solutions available today that delivers on the promise of BIM. And as an Authorized Value Added Reseller for Autodesk with more than 60 years of serving the Carolinas' AEC market, Duncan-Parnell is ideally suited to help you implement your BIM strategy...

- Design and modeling solutions, such as the Autodesk Revit platform for architectural, structural, and MEP model creation.
- Visualization, simulation, and analysis applications, such as Autodesk Navisworks software for interference management and 4D sequencing.
- We also offer comprehensive training programs and experienced on-staff application engineering support.

IMPORTANT REMINDER: Potential tax savings available if you act quickly!

Under the Economic Stimulus Act of 2009, you can potentially deduct the cost of up to \$250,000 + 50% bonus depreciation on tangible personal property (including software) you place in service during the year. If you're considering a software purchase or upgrade, your timing could be perfect. Ask an experienced tax professional if you qualify.

Don't Wait Until After You Are Too Busy To Learn About BIM

Now is the time to "take advantage" of the economic slowdown!

Fact: BIM adoption is accelerating and making measurable impacts on the construction industry.

Fact: With endorsements from major industry associations including AIA, AGC, COAA, CMAA, CURT and others, you can rest assured that the adoption of BIM is not a passing trend.

Fact: BIM will increasingly become a competitive differentiator in winning work.

Fact: There is a wave of interest in BIM right now and if you're not on the front end of it, there's a very good chance that you're falling far behind.

FREE BIM Consultation

A great opportunity for you to gain knowledge!

This offer is absolutely FREE with no strings attached.

Whether you're considering BIM in the near future or simply want to better understand where the industry is heading, here's your chance to learn from the experts.

The process is easy – we'll spend some time gathering facts and develop an understanding of your objectives, needs, opportunities, constraints, etc.

From there, we'll show you how BIM could benefit your operation, and help you begin to plot your BIM strategy.

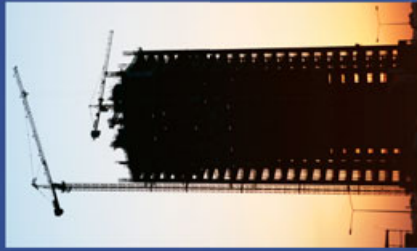
Call or e-mail Jon Honour Today!

704-301-2237 or

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BIM Advice From One of the Carolina's Most Trusted AEC Industry Suppliers.

If you've been following the evolution of Building Information Modeling (BIM), you already know there are lots of claims floating around. While many are true, frankly, some are not. Whenever a new technology emerges with the potential to revolutionize an industry, it's important to deal with the facts. And who better to help clarify the facts than Duncan-Parnell?



Fact: BIM will ultimately impact virtually all AEC companies, regardless of size.

Fact: For most, the biggest benefits available **NOW** are coordination of the trades, MEP clash detection prior to construction and overall schedule coordination.

Fact: It's not too late to get started, but the early adopters are already out of the gate.

Fact: As a long-term AEC supplier, Duncan-Parnell understands the business far better than most, and is uniquely qualified to help you with your BIM strategy.

Learn more by taking advantage of the free offer inside this flyer! The future success of your business could well depend on the knowledge you gain as a result.

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A FREE, No Obligation Opportunity to Learn More About BIM and How It Will Impact Your Business. Details Inside!

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