



We are professional Architectural Representatives. Our main objective is to increase the selection and specification of your company's building products. RBA, Inc. has operated exclusively in the field of architectural representation for more than 16 years. We are actively involved in the CSI (Construction Specification Institute) and are an Allied Organization for the AIA Continuing Education Program. We are design professionals with strong product specification, architectural, and construction backgrounds.



Given today's economic outlook, hundreds of building product manufacturers are re-examining their current marketing costs and human resource expenses. They have decided that by utilizing outside professional architectural reps, human resource costs decline while building product sales increase. Taking full advantage of this fact requires switching from using direct company reps to call on architects (in addition to their normal sales activities) to utilizing RBA, Inc. to reach the architectural specification market. So, send in the information request sheet on the other side, and let's see what RBA, Inc. can do for your building product company.



Ron Blank & Associates, Inc.
 2611 N. Loop 1604 West, Suite 100
 San Antonio, Texas 78258-4539
 1-800-248-6364 Office
 1-800-952-5265 Fax
 www.ronblank.com



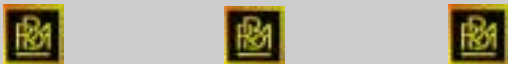
We call on over 700 architects and engineers throughout the U.S. annually to present your building products for specification.

Your company will receive detailed "weekly call reports" containing qualified leads and project information.

Now, join Ron Blank & Associates, Inc. in a professional service focused on getting your company's product specified. For an economical fee, RBA, Inc. will present your building products to the architectural and engineering world.



Do you want your company to have access to the extensive, nationwide exposure and professional contacts that only RBA, Inc. can provide?



Then let us know today, and we'll get your building product added to our specification presentation. Join our other manufacturers and ensure your new products get the exposure they need, while providing a much needed service to thousands of architects.

Here's what RBA, Inc. does for you:

- 1 Personally present and promote your products. RBA insures that the architects, engineers, and spec writers understand the product features, benefits, and applications.
- 2 Ask the architects and spec writers to include your product in their office's "master specifications".
- 3 RBA is an AIA Allied Organization. We present AIA continuing education courses that provide architects with their required contact hours.
- 4 We work with project managers on current projects to specify your products. The spec writers identify these potential projects for us and they are promptly reported to your company for follow-up
- 5 Build your product recognition by educating the architect to think about your company's product when it is needed for a project.
- 6 Early in the project design process, we encourage the design professional to write a "proprietary specification" based upon your product.
- 7 Become your company's "eyes and ears" in the industry for upcoming projects in the design stage that have potential for your product's specification.
- 8 Discover and report upcoming projects to you, many times before your competition learns about them.
- 9 Allow your company "instant credibility" with architects. Architects know we are reliable and will answer questions, solve problems, or assist with specifications.
- 10 We exhibit your products at the National AIA Expo and CSI Conventions. At each event, we educate, hand out literature, and dispense samples to numerous design professionals about your product.

Benefits to the Building Product Manufacturer

- ◆ RBA gets your products specified and builds name recognition.
- ◆ Allows your company access to the "hard to see" architects because of RBA, Inc.'s long-standing relationships with them.
- ◆ Facilitates the communication between your company, architects, and spec writers.
- ◆ Immediate notification of "hot leads", which are faxed to you as they occur.
- ◆ Provides weekly "call reports" with qualified leads for you to pass on to your sales force.
- ◆ Identification of your local representative or distributor to the architects we educate.

For complete details please fill out this form and return it to the address on the front:

Contact name: _____

Company: _____

Building Product: _____

Address: _____

City: _____ State: _____

Phone: _____ Zip: _____

E-mail address: _____

Web site address: _____

Send proposal

Information requested: _____

Or e-mail us at:

ron@ronblank.com