

# WHAT RON BLANK & ASSOCIATES DOES

## FOR PROFESSIONALS

- Professionals get:
- ★ Continuing Education Credits
    - Free Courses
    - 24-hour access
    - Flexible Scheduling
    - Guaranteed AIA registered courses
    - Automatic CE Credit reporting to the AIA
  - ★ Product Information
    - Web links to your product information
    - Organized by industry standard CSI format
    - Keyword search to locate information & courses easily
    - Contacts in your company for information on current project specifications

## THE LINK

### HOW IT WORKS!

- ★ You Provide Course Material
- ★ RBA Coordinates & Submits Your Course to the AIA For Approval
- ★ Once Approved, RBA Publishes Your Course Online
- ★ Professionals Visit The Site To Take Your Course & Test
- ★ When A Professional Chooses Your Course He Will Be Reminded "...this course is sponsored by (your company) & is offered FREE!"
- ★ Links To Your Website Will Be Provided In The Course Material
- ★ After Successful Completion, RBA Will Notify AIA To Update the Professional's Transcript
- ★ You Will Receive Email From Professionals Who Need Your Products For Specifications

## FOR MANUFACTURERS

You get:

- ★ Building Professional Contact Information
  - Architect's Name
  - Company
  - Mailing address
  - Email address
- ★ Course Statistics
  - # of times course & test is accessed
  - # of times test is taken
  - amount of time spent taking your test
  - # of times your link is followed
  - amount of time spent on your site
- ★ Low Service Fees Option 1
  - \$6,000 one time fee if you provide a complete generic course & test
- ★ OR Option 2
  - \$7,500 one time fee + set-up if we create a generic course & test from your product literature, catalogs & photos
- ★ Management Reporting Fees
  - \$200/mo.





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**Ron Blank & Associates Inc.**  
*The Hyperlink Between Professionals & Manufacturers*

RBA Provides AIA Registered Online Continuing Education Courses

We make face-to-face calls to offer AIA/CES education opportunities to architects and engineers.

RBA, Inc. is well known by architects & engineers nationwide



We market the RBA, Inc. web site to architects & engineers across the country.

We use our comprehensive "marketing contact plan" Time-tested for 15 years

RBA, Inc. provides professional information about your continuing education course(s).

For Architects, Engineers and the Building Industry

Your link to professionals is [www.ronblank.com](http://www.ronblank.com)

