



AMERICAN SOCIETY OF PROFESSIONAL ESTIMATORS
DENVER CHAPTER 5

FEBRUARY 2018 PROGRAM

The Art of Crafting the Proposal Letter Strategies for the Winning Proposal

TO REGISTER:

www.aspedenver.org

\$40 Members

\$45 Non-Members

\$30 Unemployed or Retired Members

\$15 Students

TUESDAY, FEBRUARY 13th, 2018

4:30pm Board Meeting (Open to Members)

5:00pm Registration / Networking

6:00pm Dinner

7:00pm Program

DINNER LOCATION:

Hensel Phelps - Training Room

12121 Grant Street, Suite 410

Thornton, Colorado 80241

Please see cancellation policy on aspedenver.org

What does it take to craft the winning written proposal?

Come hear from our own ASPE Board Members, **Justin Pollard**, Murphy Company, **Matthew Rasmussen**, Hensel Phelps, and **Paul Jonez**, CPE, Golden Triangle Construction as they discuss what they look for in proposals they receive and what it takes to develop proposal letters, bid letters, and scope clarifications.

Often, the estimator is the most knowledgeable person in regards to the new project at hand and is therefore relied on to draft and write much of what goes into a proposal letter or bid. These documents are one of the main ways we communicate our scope, any clarifications, exclusions, and most importantly...cost.

How are these developed? How are they reviewed? What goes into a proposal to a prime contractor or general contractor or an owner? What do all of these documents need to communicate in order to be effective and land the next job without creating issues once the project starts?



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