Purpose:

The purpose of this Standard Operating Procedure is to provide guidelines to a formal response to a request for proposal (RFP) that is thorough and incorporates Crain branding.

Procedure:

1) Review the RFP
2) Create a list of specific requirements and information requested in the RFP.
3) Consider who from Crain should be involved in preparing the RFP.
   A) Are there any pricing requirements (general conditions, budget, or firm pricing)? If so, consider a preconstruction manager.
   B) Is a schedule and/or logistic plan required? If so, consider someone from the operations team.
   C) Do we need outside help with the presentation? If so, consider PR/marketing firm or other consultant.
4) Assign responsibilities for each of the specific requirements. Include a deadline that allows time to incorporate these requirements in the formal document to be submitted.
5) Assign responsibilities for any additional information we choose to add (example – letter from CEO, our history, etc.). Include a deadline that allows time to incorporate these requirements in the formal document to be submitted.
6) Branding is important. All RFP responses should have a similar look and format. Using a template, create the response document.
   A) Cover:
      i) Include the project name.
      ii) Include pictures that are relevant to the project. If provided a rendering, use it with another similar construction image and one of our people.
   B) Table of Contents:
      i) The table of contents should include each of the items requested in the RFP.
      ii) The list of items included in our response should be in the same order as provided in the RFP.
   C) If the RFP includes any specific documents for submittal (such as a price breakdown form), include this as a PDF within the document in the correct order. If required to submit as a separate file type, such as Excel, include PDF in the main document as well as providing a separate attachment.
7) Incorporate documents received by project team into the formal RFP response document(s).
8) Have other team members review the final document before submittal.