



Cordell® ASCII

Up-to-the-minute construction
project activity information





Our information - your solution



Cordell® ASCII data is up-to-the-minute construction project activity information formatted specifically to your business processes. This means you can receive our nationally researched information into your currently operating contact management database. No new software to be installed, no capital outlay to receive our information, no learning curve. Just relevant market data for your sales people to start following up today.

The information that Reed Construction Data researches is gathered from numerous sources, and is reported from DA stage right through to when the tender is let. With over 30 years experience, the team at Reed Construction Data understands all the information you need to quickly assess if a project is suitable for your product profile so you can start making contact.

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Cordell® ASCII data covers primary industry categories and projects that are undertaken in Commercial, Industrial, Civil Engineering, Community, Flats & Units and Mining.

Selecting the information

Our database provides a wide range of selection criteria so that you can make the closest possible match to your individual information and business needs. For example, each ASCII record may contain information such as full project description, type, site location, local government authority, approximate value, size, area, storeys, number of units, stage of development and likely timing of significant events. Also supplied are key contacts - developer, architect, specifier, consultants, project manager, engineer - all with names and phone numbers included.

You can also select leads by type, project, consultant location, state, stage, value, size or by any combination of these.

In fact, you can decide which fields you need, and import the information directly into your currently operating database.



Why ASCII data is your business solution

If your company supplies or services the building and construction industry, and you are currently operating a customer management database that you want to build on, Cordell® ASCII data can provide the perfect solution for your information and business needs.

Use ASCII data to:

- Identify new leads.
- Build your customer management database.
- Build your own market intelligence on your current and potential clients, your competitors and the industry in general.
- Easily identify the decision-makers, so you can contact the right people at the right time.



Customer Support: 1800 80 60 60
Research Hotline: 1800 011 846
Web: www.reedconstructiondata.com.au

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