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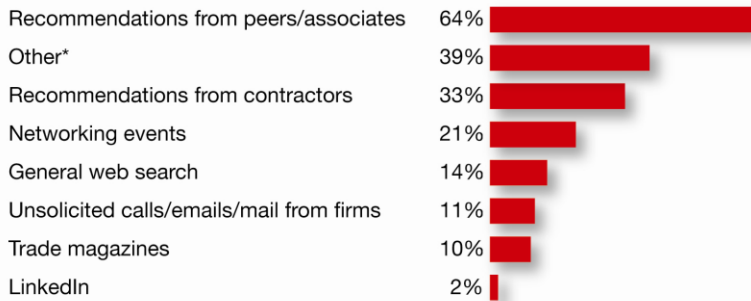
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Research Reveals How and Why Facilities Professionals Decide Which Architectural/Engineering Firms to Hire

PALATINE, IL— Architects and engineers: If you think you know why end users hire you, think again. The “What End Users Want” report, based on exclusive research conducted by Accountability Information Management Inc. (AIM), is an eye-opening read for professionals in commercial architectural and engineering firms who want clear direction on how they can win more business.

AIM, a leading, independent B2B research firm in the Chicago area, surveyed facilities professionals, operations directors, construction managers and other end users in commercial industries, such as healthcare, education and government, to determine how they decide which architectural and engineering firms to hire.

How do End Users Find Architectural/Engineering Firms?



By far, end users ask for recommendations and advice from professionals in a similar role.

Only 10% checked trade magazines, which is not surprising given how architects and engineers are not aggressive advertisers. Perhaps the question should be: Why?

*Respondents provided 16 answers to Other, including RFP/RFQs and advertising.

One of the surprising results: Firm size isn't a big deal when it comes to hiring architectural or engineering firms.

“This is good news for small firms,” says Jim Nowakowski, President of AIM, “but it should also be a wake-up call to the larger firms. End users select firms based on a variety of factors, and there are specific capabilities that carry far more weight with decision-makers than firm size.”

The research dissects responses about how and why decision-makers select architectural and engineering firms, providing insightful information that firms of all types and sizes can use when pitching business. “When firms know how to play up their strengths and overcome perceived weaknesses, they will have a competitive edge to win business,” says Nowakowski.

The confidential, 38-page report, “What End Users Want,” costs \$250 and is available to architects, engineers and others interested in such results. Order the report by calling 847-358-8558, and AIM will ship the report to arrive by the next business day. Or, complete the contact form at <http://www.a-i-m.com/contact/> and mention the “What End Users Want” report in the comments section.

Accountability Information Management Inc., located in Palatine, Illinois, is a marketing research and marketing communications company with extensive knowledge in branding strategies and print advertising behavior through database management and technologies. Clients of Accountability include magazine publishers, associations, and public and private companies in manufacturing, construction and other industrial markets.

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