

iSqFt acquires CIN

Following dialogues that commenced about a year and a half ago, **iSqFt**, the country's largest provider of online preconstruction management services, sealed a merger agreement in July with **Construction Information Network (CIN)**.

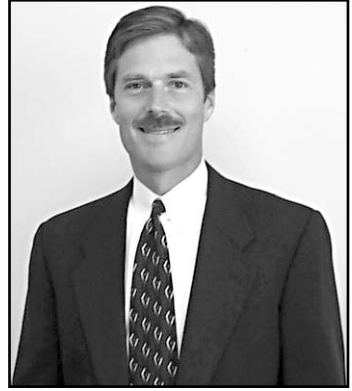
iSqFt, based in Cincinnati, OH, has locations in Houston, Austin, Dallas/Fort Worth, and has tapped 45 markets nationwide with nearly 100 plan room locations across other parts of the country. Colorado-based CIN has a presence in the Dallas/Fort Worth area, Houston and Phoenix.

"The primary reason we looked at bringing the two companies together was that CIN had developed a model that allowed for deep market penetration, which means bringing general contractors and subcontractors together online during pre-construction...at high volume, if you will," said **Dave Conway**, CEO of iSqFt. "And when we looked at our wide coverage and their deep market penetration, and we looked at how to bring those together around a more reliable and more sustainable software platform, it began to make a lot of sense to come together."

According to Conway, many CIN employees will remain with iSqFt as the company migrates current CIN users to the iSqFt platform. "The current CIN users will get a superior, more robust, more reliable software service," he said.

The next stage will entail adding mutual customers to the same platform, creating increased opportunity for both general contractors and subcontractors.

"So, it's much more a document management, database management,



Dave Conway

communications management software tool for the general contractors. For the subcontractors, they get access to more general contractors for more private work. They get access to an easier to use, more reliable software platform. And they get take-off tools and a variety of other items that assist them in becoming more efficient.

"The ultimate winner here is the project owner because the owner gets the benefit of more competitive pricing at lower costs."

Through established dealings with the Associated General Contractors (AGC) in Austin, Conway said iSqFt will continue to expand in the Dallas/Fort Worth metroplex, as well as in Houston and Austin, and will evaluate, based on overall market conditions, if and when to set up camp in San Antonio.

"We're excited to be in Texas. Texas is a great market. We literally have thousands of customers there, and we intend to continue expanding through providing quality services." - *mdo*