

Construction

EXECUTIVE

Executive Insights

BY DONALD BERRY

Construction Executive's first special section on Construction Finance aims to help contractors understand the factors lending institutions take into account when considering requests for capital to expand operations, finance equipment and material purchases, and provide interim project financing. At press time, the financial markets continue to see wide-ranging turmoil in the banking and credit industries.

Against this backdrop of dramatic change, *Construction Executive* asked top executives at leading construction financial service firms and providers of technology solutions what advice they would offer to contractors seeking capital. Their advice is solid, sound and just plain common sense.

"How can technology improve a contractor's ability to secure financing for a project or corporate growth?"



ROGER D. KIRK
President/CEO
Computer Guidance
Corporation

The largest contractors in North America already understand the importance of unified technology and its impact in improving bottom-line results. Many growing mid-sized contractors are not far behind.

Ultimately, technology that supports accounting and project management—front and back-office functions—on a single system, lets construction business owners and managers reduce inefficiencies, streamline business processes and run their contracting organizations more efficiently

and profitably.

With state-of-the-art technology in place, data entered in the field immediately is reflected in the system. This allows the construction enterprise to easily provide more accurate, up-to-date reports when financial statements are required by a lending institution or a surety.

With better technology, your company is better managed. When this happens, the financial reports look better to lending institutions when it's time to secure capital to expand your operations.

Donald Berry is the national sales manager for *Construction Executive*. For more information, call (908) 852-7466 or email dberry@constructionexec.com.