



CASE STUDY: REAVIS-COMER

REAVIS-COMER DEVELOPMENT ACCESSES GREENWIZARD TO NAVIGATE THE DIFFICULT LEED PROCESS

Company Re-Enters LEED Building Marketing After Discovering GreenWizard

In just nine short years of building, the contractor-developer company Reavis-Comer Development has made such an impact on Charleston, SC, you'd think they've been around for decades.

Reavis-Comer, which is run by George Reavis and Craig Comer, has achieved great success in multiple sectors of the building economy, despite the recent downturn. Indeed, after less than a decade in business, Reavis-Comer has completed projects in new commercial construction, renovation (commercial and residential), upfit, in-fill, restaurants, and custom-residential building. Many of their projects have been large-scale. They just wrapped up a project called Midtown of Charleston, with 28 buildings and 35 total living units. As you might imagine, the buyers and clients of Reavis-Comer's properties have been distinctly up-market, and accordingly they've demanded green building practices.

"We're very green builders in our development strategies, material selections, and building envelopes," explained George Reavis, a partner in the Company, "but until now, we have not actively sought the third-party certification of LEED, because the LEED process has been far too complicated."

That said, Reavis-Comer recently completed a nearby LEED Platinum project for Half-Moon Outfitters, but Reavis said that the product-sourcing process and product-documentation was so complicated, that they spent a small fortune just complying with LEED, and that ate into the job's profit margin.

"After we completed the Half-Moon Outfitters project, we discovered that it was among the first, if not the first, LEED Platinum projects of its kind in the Charleston area," said Reavis. "So we got tons of phone calls from people who wanted more LEED work from us."



ABOUT REAVIS-COMER

Reavis-Comer Development is Charleston, South Carolina's comprehensive construction and development company. Broad experience with all manner of materials and methods have enabled us to "do it all": historic renovations, creative remodeling, general contracting, commercial buildings, restaurant upfits, green construction, custom homes, even entire infill developments. However, it may be our straight-talking, efficient, open-book approach that clients praise us for the most. Contact us to discuss your project and see for yourself.

Learn more: www.Reavis-Comer.com

Unfortunately, we weren't using the right research and project-management tools at the time, and we struggled so much with the LEED process, that we actually turned down the new LEED work. Turning down work in this economy? I know, it sounds crazy, but that's how much trouble LEED was for us."

Since then, Reavis-Comer has discovered GreenWizard, which coincidentally was founded right in their backyard. The Charleston-based GreenWizard is a web-based expert system that allows architects, engineers, and contractors to cross-search, compare, and document products for LEED and green commercial construction. In the summer of 2010, not long after GreenWizard's database went live, more than 800 manufacturers and 250 AEC firms, representing more than \$480 million in project value, were actively accessing the GreenWizard database.

And now those users include Reavis-Comer Development.

"With GreenWizard as a tool for sourcing materials and documenting the products for LEED, we now look at LEED projects in an entirely new light," said Reavis. "To put it simply, GreenWizard provides us with a very powerful, product-search and documentation tool that has already changed our approach to building. It will dramatically accelerate our effectiveness in finding LEED-compliant products. But best of all, we don't have to staff-up to use it, and we don't have to hire LEED experts to use it."

"I look back now at that Half-Moon Outfitters job," Reavis explained, "and I think how much easier GreenWizard would have made our lives. We went so far afield to get products that we needed to get LEED points, but now – just cruising through GreenWizard – I realize I could have gotten LEED-compliance products at commodity prices at Lowe's. Now, with GreenWizard, we are in a position to take on new LEED projects. The fact that I can now use it to issue RFIs and RFQs only makes it more powerful for us."

About GreenWizard

GreenWizard, Inc, is a technology company dedicated to empowering architects, engineers, and contractors to build greener structures for less money in less time. The Company offers the only web-based software platform that allows users to analyze and select green building materials based on a wide array of preferences and inputs, ultimately reducing the time and money spent in the procurement process. The Company employs a Service Oriented Architecture (SOA) software model delivered over the Internet for its process automation tool, communication center, business analytics, and interactive marketplace. The platform allows project participants to efficiently navigate the most comprehensive and up-to-date database of green building products, utilizing the most advanced analytical tools and information available in the market. The Charleston, SC-based company was founded in 2008. More info: www.GreenWizard.com.