



COOK & KRUPA

Get More Building for Your Buck:

How Value Engineering Helps
You Avoid Common, Money-Sucking
Pitfalls and Delivers the
Building You Really Need

“How much?”

When you get right down to it, that’s the first thing you—as a **building owner**—really want to know, right? After all, what’s the point of dreaming about your next beautiful building and all the amazing things it will do for you and your business if you can’t afford it?

So, the architect gives you a number. But how accurate is that number? Is there anything you can do to bring that number down—without stripping away your building’s must-haves and sacrificing your key business objectives?

Or maybe you’re the **architect** and want to ensure the number you give is as accurate and economical as possible. Who can you trust to help deliver the building the owner needs at the price they want to pay?

For both situations, the answer is clear:

It all starts with **the right value engineering team**. Here’s how to find yours.



Value Engineering

The term value engineering, also known as value analysis, is simple in concept but complex in execution. The main idea is this: A value engineering expert looks at everything that comprises your new building and analyzes ways to **save money without hurting performance**. This often means making recommendations to cut nonessential elements and/or swapping more expensive items for cost-effective replacements of near-equal value. In the end, if it's done right, you get the building you want at a price that is often much lower than originally planned.

Tip: *Anybody can go hog-wild and randomly hack away until the building price comes down. A value engineering expert knows what should and, more importantly, what should not be cut to maintain the building's original architectural design and business objectives.*



A Process for Building Perfection

As you can see, value engineering is all about getting more building for your buck. But where—and with whom—does the process start?

Value engineering can start in two ways:

EARLY. The value engineering team is brought in on the project early and works with the architect and owner in the very first stages to find innovative ways to cut costs without sacrificing quality while the plans are being put together. When the project goes out to bid, the estimates coming in will reflect the value engineering work done upfront.

AFTER. When the architect and owner finish the plans and the project goes out to bid, the estimates that come back may be much higher than expected due to a number of potential issues, such as the always-changing price of materials. A value engineering team can be brought in at this point and tasked with looking retroactively for areas to streamline, increase value, and boost overall building ROI.

Tip: A good value engineer will make sure you're getting the best ROI, and that's not just about pointing out areas where you can **save** money. It's recommending **how best to spend your money**.



Cut the Fat, Not the Muscle

When thinking about areas of your building to analyze for value engineering, the key question is: What is essential to your business objectives, and what is just nice to have? To answer this, you must think about who will be using your building, in what ways (now and into the future), and for what reasons.

For example, a beautifully ornate lobby might be impressive, but if most of your customers are virtual and will never see your building, maybe you could invest that money into state-of-the-art videoconferencing technology that will truly wow your customers where it counts.

Another consideration is the feasibility and cost of installing something later. Yes, you can save a lot of money now by not building a basement when you build your building. But, if you end up needing a basement later, good luck. In that situation, an option might be to go ahead and build the basement but not spend the money required to furnish it; you can easily do that later.

Tip: A forward-thinking value engineering partner will spend a lot of time talking to you about your business to truly understand why you think you need your building to be a certain way. After all, they can't make smart recommendations without **identifying your goals**.



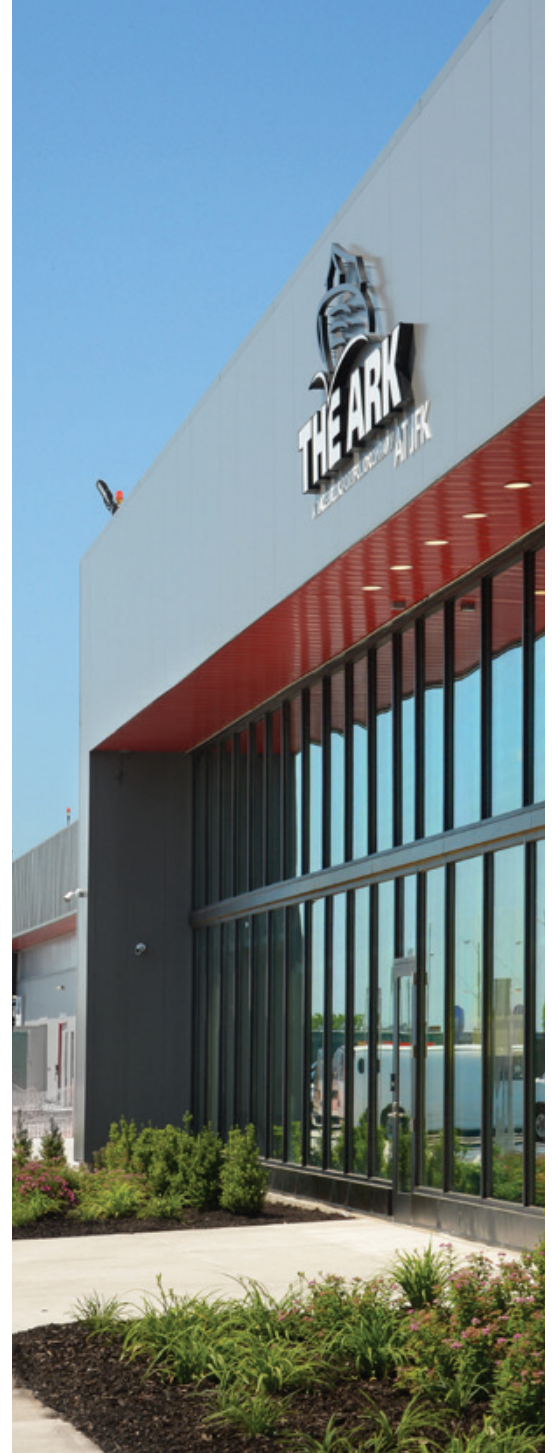
Where Value Engineering Finds Its Value

Once you know what's essential and what's negotiable in your building, your value engineering team will begin the process of finding sensible areas to cut as well as suitable replacement options. In a perfect world, these comparisons would be straightforward, apples-to-apples. But in practice, it can get complicated.

Let's say your value engineering team finds an alternative to the expensive HVAC system you want installed. There can be huge price swings in HVAC systems, but there can also be big performance differences. Your value engineering team would look at all the specs and decide what makes the most sense. They might not recommend the less expensive HVAC that costs half—but will only run half as long and at twice the operating cost.

Value engineers often find the most potential in areas known as MEP—mechanical, electrical, and plumbing. As opposed to architectural items, MEP is not seen by most people in the building, so a value engineer can potentially make changes here without changing the building's look and feel.

Sometimes the ideas a value engineering team comes up with will **save obvious (and substantial) money**. Other times, it's not about a clear cost savings as much as making recommendations for products that are more readily available, so the real benefit ends up being an **improved timetable**. And sometimes you might want to spend a little extra upfront for a product that will last much, much longer, **saving you money in the long run**.



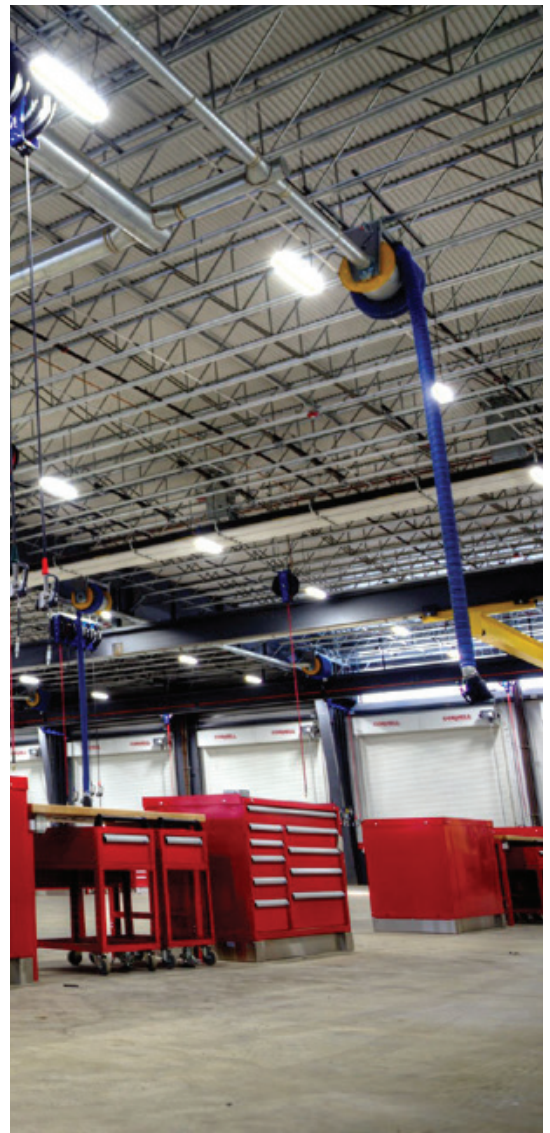
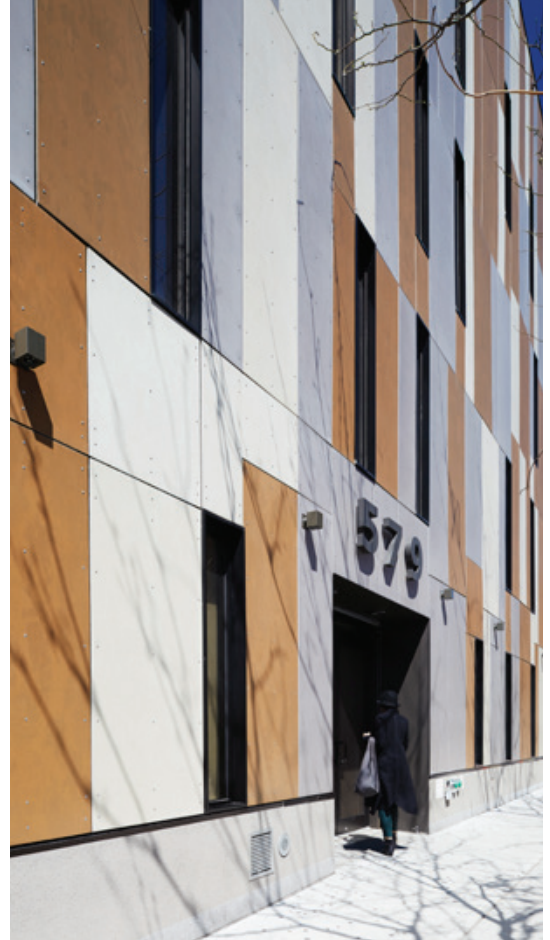
Tip: *With so many elements at play, trust a value engineering team that enjoys successful, long-term relationships with top-notch subcontractors. These subcontractors are true experts in their various fields and provide critical cost-cutting recommendations.*

Cook & Krupa: We Find Solutions that Save You Money—Without Sacrificing Quality

Cook & Krupa is a New York-based general contracting and construction management firm that's been around for over 60-years. Over that time, we've worked in a lot of different industries—on purpose. We never wanted to specialize, because we find that working across industries helps us leverage our broad experience and deliver creative and innovative ideas that maybe aren't common—but should be—to other industries. For us, it's all about using that vast experience and knowledge to help customers.

Why we do Value Engineering better:

- **We're experienced** - We've been in this business for decades and have worked on every kind of project imaginable
- **We're a general contracting and construction management firm** - As both, we not only know how to build, we know how to be more involved at the start of projects and work alongside architects and owners still in the planning process
- **We've built very strong and successful relationships** - Our company's longevity has allowed us to work with some of the most talented people in the business, and our relationships with subcontractors means you ultimately benefit from their expert insight, especially in the areas of value engineering
- **We're big on communication** - Open communication with architects and owners helps us understand why things were designed a certain way and what the owner really wants
- **We're understanding** - Building can be stressful, so, at every turn, we try to put ourselves in your shoes and explain things in a simple, straightforward way
- **We're honest** - Let's face it: Contractors don't have a great reputation, and many people feel they're going to get taken advantage of. But at Cook & Krupa, honesty and integrity is how we do business. Period.



Contact Us

If you're an owner who's run into issues on past jobs and wants a better, easy, stress-free experience the next time—and save a lot of money in the process...

Or if you're an architect who's been burned when pricing a past job due to fluctuating materials or bids that come in too high and want to offer your client a rock-solid number this time...

Then, come talk to Cook & Krupa.



It's Easy to Get Started

Step 1. Contact –

Call us at (516) 478-4110 or email us at generalinfo@cookandkrupa.com

Step 2. Chat –

We'll discuss the particulars of your job

Step 3. Cut costs –

If hired, we'll get to work for you doing what we do best—building value.

At Cook & Krupa, we know there's no project like your project.

**And there's no value engineering team like the
Cook & Krupa value engineering team.**