



# 5 INSIGHTS TO GUIDE CONSTRUCTION SUCCESS.



So, you've decided to build. Now what?

If you have been through the process previously, you know some of the pitfalls to avoid. If you haven't, your first thoughts will be something like this: How can I minimize risk and ensure that the details are right when I move in?

Like many other areas of business, the most valuable resource any owner can have on a construction project is a trusted advisor. That's true even if you have completed construction projects in the past. Each project is different, and the construction process is complex. Plus, you still have a business to run.



## A TRUSTED ADVISOR.

After one conversation, our clients realize that we are not a typical construction company. We plan, collaborate, and listen differently. Construction is our business, but for you it is a process that stands between where you are and where you want to be. We take time to understand exactly what you need your new building to be, and how it needs to function.

Our approach to working with architects and engineers is uncommon. It avoids the back-and-forth and finger pointing that can suck the energy from a project in its earliest stages. Instead, we find ways to work on the same side of the table, focusing the energy on how—together—we can maximize the value that is delivered in the final product.

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**Cook & Krupa has been helping owners through the construction process since 1962. We've completed thousands of projects in all five boroughs, on Long Island, in New Jersey, and in Connecticut.**



## EARLY IS AN ADVANTAGE.

Some might tell you there's no need for a general contractor until your architect and engineer have delivered their final work. But our past success illustrates why that's not true.

All specialists view a project through their own lens. Generally, that's a good thing. Construction is complex, and the focused vision of each specialist helps you address what will feel like an endless list of items. But that focus also results in a nearsightedness that has downstream consequences. Your general contractor can bridge that gap during the planning stage if you bring them to the table early.

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**Our experience in transferring concepts and drawings into the real, physical world adds the final element needed for effective planning.**



# THERE WILL BE CHALLENGES.

Challenges develop in every construction project – even well-planned projects with relatively few variables. It’s not a flaw in the system or a fault of the team you hired. Most often, it’s simply the nature of the business.

These challenges can range from a budgetary question to serious compliance or structural issues. We have completed thousands of projects in the region where you plan to build. We use that experience when your project hits a challenge and requires problem-solving insights that you can trust.

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**Knowing there will be challenges helps you prepare by ensuring your construction team includes a strong problem solver.**



## KEEP YOUR HANDS ON THE WHEEL.

There's no doubt that construction projects represent a significant investment. That often tempts owners to shift their energy and attention to the project, sometimes at the sacrifice of their business operations.

While you might be able to justify a shift in your focus as a temporary distraction, care must be taken to avoid negative impact on the operation. Having worked with hundreds of clients over the years, we have established methods to keep you informed and involved in the construction process, so it doesn't tear you away from your day-to-day responsibilities.

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**Our expertise gives you the confidence you need to maintain a healthy balance between oversight of the construction and running your business.**



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