

VisiSpecs® Case Study

The Visual Specification System

RLGA Technical Services provides construction specification and building code consulting services for the entire Project Team. Ronald L. Geren, FCSI, Lifetime Member, AIA, CCS, CCCA, SCIP, owner and principal, is committed to providing his clients with clear, concise, correct, and complete documents, as well as services to enhance project quality. Geren has more than 35 years of experience in the design and construction industry and shares his knowledge as adjunct architecture professor at The School of Architecture, founded by Frank Lloyd Wright. For more information, visit www.specsandcodes.com.

The Challenge: Geren is always on the lookout for ways to improve his specification writing process. He has been using AIA MasterSpec® and its macro tools for 25+ years but found it cumbersome to navigate and edit specifications. In order to change the spec format, he had to step away from his computer for 1-2 hours while the macros updated each section. When he uploaded a new master, it would overwrite the content edited previously. He decided to research available options on the market but wanted to maintain the quality of his delivered product. VisiSpecs was highly recommended to him by Susan Bliss, FCSI, CCS, CCCA, SCIP, LEED AP, principal and specifier at Spec Services, LLC.

The Solution: Watching the introductory VisiSpecs demos piqued his interest in a free 30-day trial. Geren was shocked how quickly he was able to import masters and projects and the ease of editing paragraphs with the automated Doc Outliner and double-click features. The Project Tree status flags allowed him to visually monitor and manage project and spec progress. Automatic formatting enabled him to quickly switch from editing in one spec format to another preferred by the client. What once took him hours of tedious manual checks only took minutes with the VisiSpecs QA Report. With only a few clicks, the entire project manual could be published including his preferred slip sheets and bookmarks. "VisiSpecs was easy to learn and use and on my first project I saved over 30% of the time over my prior process. I really like the faster formatting and publishing I found in VisiSpecs. This was 10 times better than the previous tools used," stated Geren. Geren continues to find "hidden gems" in VisiSpecs features as he learns more of the functionality.

The Results: Since implementing VisiSpecs in 2021, Geren has been able to take on more projects concurrently and **doubled his company's annual revenue in 2022** as a result. As of May 2023, Geren is on track to match last year's number of projects, but with higher revenue due to larger project size. This enables Geren to continue to grow his company based on the efficiencies, quality checks, and faster formatting and publishing times enabled by VisiSpecs without having to hire additional resources. "I want to pass along the recommendation I received to use VisiSpecs to all the other specifiers enabling their productivity and businesses to grow as mine has!"



"I wish I tried VisiSpecs years ago as it very quickly proved a return on investment and enabled my business to double."
~ Ron Geren,
RLGA

Case Study Key Benefits

Company Revenue Doubled

Easy to Learn / Teach Students

Fast Project Manual Publishing

Broadest Document Support

Quality Control Reports

VISIONARIES IN TECHNOLOGY



Best in USA Award: VisiSpecs

BUILD
MAGAZINE



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