

# VisiSpecs® Case Study

The Visual Specification System

**TechSpecs Consulting Inc.** is a Canadian architectural specifications consulting practice specializing in the preparation and review of construction specifications, including bidding documents. The company was started in 2013 by Mark Clemmensen, one of only 45 Registered Specification Writers (RSWs) in Canada. Clemmensen has over 20 years' experience in the construction industry, writing specifications within retail, commercial, healthcare, institutional, and residential construction sectors. For more information, visit [techspecsconsulting.com](http://techspecsconsulting.com).



**The Challenge:** After working as a specifications writer for large firms like NORR, DIALOG, AECOM, Gensler and others, Mark Clemmensen began to feel burned out from juggling multiple projects and using overly manual specification practices that required him to work 12-16 hours per day on a regular basis. A close friend and colleague introduced him to VisiSpecs. "VisiSpecs opened my eyes to the fact that platforms exist for spec writers to help manage our workload," Clemmensen shared. After evaluating specification tools, he came to the conclusion that the simple ease of use combined with the feature-rich functionality of VisiSpecs allowed him to seamlessly transition from conventional to advanced specification writing practices.

**The Solution:** The fact that VisiSpecs is built into Microsoft Word — a program Clemmensen uses more than anything else — facilitated the decision to proceed with a subscription. The Project Tree helps him manage and understand what projects he's working on as well as their status at any given time. Setting Status Flag colors within the Project Tree enables quick identification of a number of different factors, all determined by the end user. This saves Clemmensen hours trying to determine where he left off and what sections require additional information. Sifting through pages of paper notes isn't efficient and notes can be forgotten or lost. Building sections within each project is much easier now due to the user-friendly functionality of Word as well as the ability to pull from his custom master, client masters, or the VisiSpecs Community Masters when needed.

**The Results:** Even though Clemmensen builds from a master, certain clients want specific things on their projects. Clients have their tried, tested, and true products that they like to use project after project. As a spec writer using VisiSpecs, he's able to manage multiple client masters built within the platform. **Since becoming a VisiSpecs customer, he's been able to increase his project workload from a stressful six to a manageable 10 projects and has exceeded 14 concurrent projects multiple times.** Over the years Clemmensen has evaluated competing solutions to ensure that he's not missing out on something better. He's received offers from other platforms to take another look and see what they could do better. "I've had meetings where we've taken a look again, but there's not a single platform that I would recommend more than VisiSpecs," he explained.

"Had I not discovered VisiSpecs, I likely wouldn't be working in this industry today. It made me fall in love with spec writing again!"

~ Mark Clemmensen,  
RSW, LEED AP, CSC

## Case Study Key Benefits

Based in Word—Easy to Learn

Status Flags to Track Progress

Project Tree to Stay Organized

Quality Control Checks



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VISIONARIES IN TECHNOLOGY



Best in USA Award: **VisiSpecs**

**BUILD**  
MAGAZINE