



## **Contractor Peer Groups**

## WHY A PEER GROUP?

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At Maxim Consulting Group, we consider the peer group to be the highest form of executive learning for the construction professional. Peer groups provide you with the opportunity to learn from other top performers and access the experience of successful construction leaders in your business arena. Additionally, you have the opportunity to contribute to others' success and expand your influence in the industry.

Participation in a peer group is the best way for a construction executive to continue to learn, advance their company and perform better. Your company's success is your number one goal. Allow us to serve you and help you realize that goal beyond your expectations. We invite you to read more, understand our process, and contact us to address any questions you may have.

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### Peer Group Expertise

Our peer group managers come from real construction backgrounds and understand the business thoroughly. They are more than just facilitators, they have leadership and consulting experience in the construction industry and advanced degrees allowing them to lead the discussions and provide the analysis necessary to provide real value to your organization. Maxim offers peer group members access to a wealth of knowledge and resources. Maxim has world class in-house research, analysis tools, and industry experience to support each group.

The peer group manager helps establish the format that is right for each group. The most common format is a subject specific round-table but may include peer audits, expanded peer group meetings to include others in your organization, critical issue meetings, and industry issue meetings.

### Peer Group Benefits

- Industry expertise
- Access to knowledge and resources
- Meaningful feedback and advice
- Profit enhancing strategies
- Cost savings ideas you can apply
- Tools to enrich your operations
- Carefully screened members
- Networking and interaction
- Development for your organization
- Joint venture/referral opportunities

## CONSTRUCTION INDUSTRY SPECIFIC

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A contractor peer group is formed for the specific purpose of exchanging ideas, best practices, and continuous learning with a group of comparable contracting firms. Maxim peer groups are a well defined, highly organized experience designed to give you the highest possible value for your investment. We produce real results for members by providing the highest quality facilitation, analysis, and real world education for the practicing executive.

Our industry specific peer groups bring together progressive leaders who are interested in building enduring organizations and delivering best in class results.

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### **Participation Benefits**

- Group events 2-3 times a year
- Expert facilitation
- Centralized logistics and planning
- Extensive meeting documentation
- Standard comparative analysis
- Additional analysis or research
- Resource for ideas and feedback
- Challenges from your peers

### **The Experience**

Peer group meetings are typically two day events, with meetings held at a member's facilities or a location central for the group. The most common format is the CEO Roundtable, which consists of executive briefings and hot topics from each member firm and two to three topics of interest to the group selected during the planning of each meeting.

### **Accountability**

One of the expectations for member firms is accountability for moving their operation forward, and actively solving issues present within their companies. Your peers will hold you accountable and the expectation is that you will hold them accountable as well.

### **Confidentiality**

Trust is a central tenet of the success of our Peer Groups. Confidentiality will be maintained at all times with respect to information related to any subject matter discussed or resulting from a peer group meeting. This includes, but is not limited to, all financial information, company performance, joint marketing efforts, personal information, company strategies, pricing methods, etc.

### **Investment**

The investment for participating in a peer group pales in comparison to the value received. We stand behind our process with a 100% guarantee. If you are not thrilled with what you learn and experience, you are not obligated to pay. Our experience tells us that you will receive many times your investment in cost savings, efficiency improvements, organizational effectiveness, and opportunities.

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## PEER GROUP FORMATION

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Maxim Consulting peer groups are formed by carefully matching contractors with the right fit. When forming a peer group, we carefully select the members to ensure complete compatibility. Our group formation process ensures you are matched with high performing contractors that will contribute to your success. Likewise, we look for you to contribute to the success of others as well. Our groups represent an exclusive tier of the top performing contractors in the nation.

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### Types of Groups

- General Contractors
- Mechanical
- Electrical
- Civil
- Heavy Highway
- Utility/Underground
- Telecom
- Construction Managers

### Common Group Characteristics

Our peer groups are comprised of members from all over the country, but do not allow competitive overlap. We seek to form groups with similar revenue size, approaches to the market, ownership structures, growth strategies, types of markets served and more. This allows your group to provide you with the highest quality and most useful information. It also ensures you are with true peers that understand your business.

- Revenue volume & size
- Markets served
- Scopes of work
- Self perform capability
- Market approach
- Delivery methods
- Union/non-union
- Location
- Ownership structure
- Growth strategy

### Candidate Screening Factors

Maxim Consulting starts by engaging interested contractors and learning about their business, background, and performance. We focus on screening peer group candidates to ensure you are matched with similar minded leaders.

- Profitability
- Experience
- Competitive overlap
- Goals for participation
- Ability to contribute to the group

### Sample Topics

- Strategy and Differentiation
- Business Development
- Marketing Strategy
- CFO Best Practices
- Foreman Productivity
- Lean for Construction
- BIM & IPD
- Organizational Development
- Prefabrication
- Member Audits

## OUR DIFFERENTIATORS

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Maxim Consulting Group, LLC's (Maxim) Peer Groups are different than any other peer group experience available. We produce real results for members by providing the highest quality facilitation, analysis, and real executive education for the practicing executive.

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### **Detailed Analysis Tools:**

- Industry expertise
- Access to knowledge and resources
- Meaningful feedback and advice
- Profit enhancing strategies
- Cost savings ideas you can apply
- Tools to enrich your operations
- Carefully screened members
- Networking and interaction
- Development for your organization
- Joint venture or referral opportunities

### **Detailed Analysis Tools**

Participation in a Maxim Peer Group provides a variety of analysis tools, designed specifically for peer groups, that provide member comparative analysis as well as industry comparative analysis. These analyses include financial, compensation, G&A, insurance, etc. This gives you the ability to easily identify variances and focus your efforts on improving your performance and profit. In addition, by utilizing these tools over time, we can track progress and document success; information that can be useful when negotiating bonding and insurance rates.

*Shapiro & Duncan has been in Peer Groups for over 10 years and has found Maxim Consulting Group has superb facilitators. Their expert Peer Group Managers come from construction backgrounds who understand the business and can lead discussions and provide analysis invaluable input to the group. Maxim's Peer Groups are professionally managed and well worth the investment.*

Sheldon Shapiro  
CEO, Shapiro & Duncan

## ABOUT US

Maxim Consulting Group is a team of seasoned construction professionals who have worked with hundreds of contractors to help them improve business performance. Through this experience, we have identified and synthesized industry best practices and codified them into a systematic process that we implement to suit specific client needs that drive improved business performance.

### STRATEGIC FOCUS...

#### *Establish Your Direction*

The construction industry continues to increase in complexity – projects are more complicated, schedules are tighter, and pressures on margins continue. Success in this environment requires a plan that will secure adequate work with reasonable margins that can be delivered consistently. This combination yields a business with predictable results and an opportunity to scale. Said differently, a contractor that can sell adequate work with reasonable markup and execute consistently in the field and in the office will win.

### OPERATIONAL DEVELOPMENT FOCUS...

#### *Achieve Operational Excellence*

Operational excellence is achieved by developing and implementing best-in-class systems and processes that are flexible for different types of work, scalable for different size projects, user friendly, and cost effective.



### Our Vision

Driving contractor profitability by leveraging a unique industry perspective

### Our Mission

Building better builders by consistently delivering measurable improvements

### Our Values

- Trust
- Respect
- Honest
- Fun



**maxim**

CONSULTING GROUP

*Building Better Builders*

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Maxim Consulting Group strives to be your trusted advisor. Our goal is to help you become a more successful, profitable builder. We will help you to unlock your business' potential and improve your company's profitability through our comprehensive suite of management consulting services.

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