

Case Study Portfolio Design

Client

Mountco Construction & Development

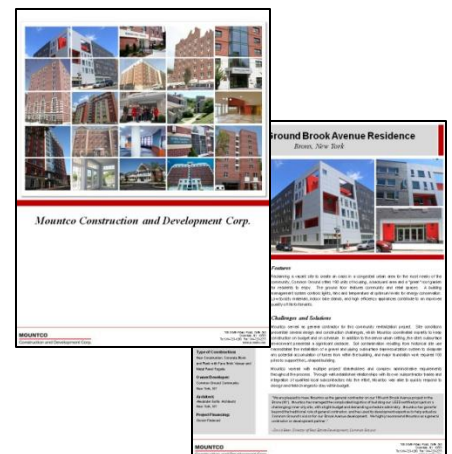
Westchester, NY-based mid-sized general contractor and developer specializing in the multi-family housing market with growing portfolio of successful work.

Challenge

Create professional upscale corporate project documentation in a flexible format suitable for multiple uses.

Actions

- Collected company background information through research and interviews to craft original corporate profile descriptions.
- Conducted on-location project photography throughout NY Metro Area for over 20 sites.
- Gathered testimonials from Mountco clients and business partners.
- Created portfolio graphic design templates and flexible format for in-house or professional production.
- Prepared original project descriptions for nearly 30 completed and in-progress projects.
- Created PowerPoint presentations from portfolio for client use with governing entities.



Results

- Mountco uses the portfolio and its components in multiple ways, including:
 - Development proposals
 - RFP submittals
 - Community presentations
 - Financial institution submittals
- Mountco's business development efforts to acquire new more prestigious work continue to be very successful.