



An Innovative Hotel & Museum Project is Built

WITH A HIGH LEVEL OF CREATIVITY USING VALUE ENGINEERING & AUTOMATION

Company

CB Masonry

Industry

Masonry

Company Size

200

Location

Little Rock, Arkansas USA

Website

www.cbmasonry.com

Project for

21c Museum Hotel Bentonville

Project Length

9 months

Project Value

\$800,000

On Center Software Solution

On-Screen Takeoff®

CB Masonry (CB) is a family-owned Arkansas commercial masonry contracting company that started in 1987. They are a large commercial masonry contractor with over 200 employees available to fulfill the needs of challenging construction projects. The company's geographic focus includes eight states: Alabama, Arkansas, Louisiana, Missouri, Mississippi, Oklahoma, Tennessee, and Texas. CB started initially in the residential market then migrated to commercial projects to expand its success. The scope of CB's projects runs from 60 thousand to 9 million dollars and includes educational facilities, shopping, and entertainment centers. Besides block, bricks, veneers, and stone masonry, CB also has a refractory division where they perform industrial work. CB has developed a reputation in the industry for being an innovative company that brings new technology to the forefront of the masonry trade. CB was one of the first companies to bring segmented retaining walls into the Arkansas market. Unlike most, they are not afraid to take on the challenge of a new product or procedure that has not been utilized. CB's ingenuity and focus keeps the jobs successfully on budget and completed before the deadline. The company prides itself on accepting jobs that other companies shy away from because of various project complexities.

When Greg Isaacson joined the family business in 2010, CB was still using the manual process to perform takeoff and estimating. Greg upgraded CB's estimating department to construction automation and decided to invest in On-Screen Takeoff from On Center Software. He soon noticed an increase in the efficiency of the estimating department. The productivity of the group quadrupled and CB was able to bid more jobs in less time while increasing their bid to win ratio.

DREAM PROJECT

21c Museum Hotel in Bentonville, Arkansas was a dream project for CB—it had the artistic intricacies in the decorative masonry work that could only be tackled by an experienced masonry company. CB was the natural choice for this project. Located on the northeast corner of the town square and a short walk from the new Crystal Bridges Museum of American Art, the hotel will feature curated rotating exhibitions of

contemporary art, 104 rooms, and more than 12,000 square feet of exhibition, meeting, and event space. The four-story contemporary building is a monumental addition to downtown Bentonville. The project was a compilation of different styles of decorative masonry work and it required brick veneer. The artistic element of the hotel created an interesting and a challenging construction project. It had varying wall sizes, arched entries, and suspended brick ceilings. One of the aspects of the job was for CB to create a sophisticated back drop to house the museum pieces. The hotel itself needed to look like a work of art. CB excelled at bringing the architect's vision into reality while, at the same time, maintaining the structural integrity of the building.

REPEAT CUSTOMERS

CB Masonry has attained success by leveraging their relationship with their existing client base. Due to CB's commitment to quality and on-time delivery, 85% of their business is repeat customers. CB offers value engineering services where the materials are evaluated to ensure that projects run smoothly and the optimum solution is utilized without compromising on-time delivery or structural integrity. Various price quotes are provided with different materials quickly via automation to ensure that the architect's vision is brought to life without going over the budget. CB prides itself for being involved throughout the life cycle of the project—from the initial conception, to the construction, and through the completion of the project.

On Center Software, Inc., is a privately held company providing software and training to construction industry professionals for over 28 years. Located in The Woodlands, Texas, the company's mission is to transform the takeoff, estimating, and labor-tracking experience with comprehensive software solutions that turn winning bids into profitable projects. On Center Software solutions include On-Screen Takeoff®, Quick Bid®, and Digital Production Control®. Customers in the United States, Canada, Australia, New Zealand, United Kingdom, South Africa, and 60 other countries around the world leverage On Center Software's internationally recognized solutions. For more information about On Center Software, call 866.627.6246 or visit www.oncenter.com.