



How to Write a Capability Statement:

A Guide for Small Business
Construction Contractors

ARTICLE VIA FOUNDATIONSOFT

Capability Statement

What is a Capability Statement?

A Capability Statement is a written document contractors use to show potential clients and government agencies why they should be interested in your construction business.

It should show:

- Who you are
- What services you can provide for them










Why You Should Include a Capability Statement in Your Proposal



- Many government agencies require a capability statement from contractors as part of the bidding process.
- Contractors may use it to introduce their company to potential clients and to capture the attention of purchasing officers.
- A capability statement can present potential buyers with a professional representation of your company and provide you with an advantage over your competitors.

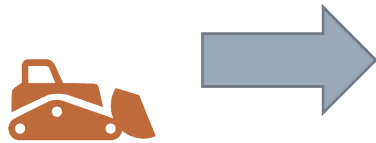
What to Include in Your Capability Statement?

-  A concise introduction and profile of your construction company
-  Your contracting business' core competencies
-  Specific areas of experience and expertise that relate to project(s)
-  Any differentiators that set your company apart, including equipment and facilities
-  Major customers, references, and completed projects
-  Profiles of your management and key personnel
-  Important contact information



How To Write A Construction Capability Statement

1. Know Your Audience – And What They Want to Know



Construction contractors should consider preparing a basic capability statement that can be altered to better catch the attention of specific potential clients.



Knowing your audience is key!



Start with the basics:
Project histories
Customer References

2. Set Up Your Capability Statement Template

COMPANY SUMMARY

Introduce yourself, being mindful of what will matter to your audience. Give a short, high-altitude overview of your company and what you're about.

CORE COMPETENCIES

Your business can probably do a lot very well, but what's really in your wheelhouse that's relevant for this customer or agency? What would you include in your elevator pitch to win this job?

DIFFERENTIATORS

Identify what might set you ahead of another company with the same core competencies and a similar project history. What makes you, your crew and your business uniquely qualified?

NAICS CODES

If space allows, consider including NAICS code descriptions.

CERTIFICATIONS

List any important business classifications (HUBZone, SDVOSB, MOB, etc.) and licenses.



Make sure your titles and headings stand out!

3. Complete Your Capability Statement Template

As you fill out your capability statement, think about how you can organize it to best present your information in a clear and concise manner.

Your overview paragraph should be in complete sentences, but your NAICS codes should be in a bulleted format.

Core competencies can be advertised in a small paragraph, but a bulleted list leaves room to include more area coverage

4. Make It Stand Out *Visually* to Help You Stand Out Professionally

- Blocky text and lack of color can make for a boring introduction to your company.
- Adding a little color and some sit photos can go a long way.
- But you don't want to make you compatibility statement too busy, either – this can make it distracting from the content you've provided



Substance
matters more
than style!

5. Save Your Capability Statement as a PDF


Using a Word document is fine for updating your document, but all final drafts should be saved as a **PDF**.

This will help to prevent display issues, as your employer may not run the same word processor as you or have the same fonts and formats as you. Saving your document as a **PDF** will help to ensure your content stays intact and is presented the way it was intended.



You can send test documents to close friends to ensure the format stays the same on different computers!

6. Example



Capability Statement

17999 Foltz, Strongsville, OH | (800) 555-1234 | info@builditcon.com

EIN# 00-00000000

DUNSE# 000-00-000

Certifications

MBE
VOSB
LEED
HUBZone

NAICS Codes

238110
238140
238190
327310
327320
327390

Bonding Capacity

\$10M single /
\$15M aggregate

Company Officers

Rick Stevens, President
Gabbi Hernandez, VP
Art Cashman, Treasurer

Contact

info@builditcon.com
builditcon.com/info
P: (800) 555-1234
F: (330) 555-6789

Company Summary

Build-It Construction is a 35-year family-owned, full-service concrete construction contractor that excels in cost-saving technologies, media-recognized quality, and strong relationships with GCs and suppliers. All over Northeast Ohio, we deliver professional products from repair to new paving, foundation and commercial building structures.

“We build on experience and relationships.”

Core Competencies

- Foundation building and repair
- Drainage systems
- Slip-form and fixed-form paving
- Concrete remediation
- Building assessments

Differentiators

- Ohio Concrete 2018 Contractor of the Year
- On-site central mix plants (up to 400 yds³/hr)
- PMP-certified project managers
- Certified OSHA instructor on staff
- 0.7 EMR safety rating
- Trilingual professional staff and field crew
- 35 years of concrete experience

References


BAA+M Partners. Brian Ashley, CPA, JD
michael@baampartners.com, (216) 555-0101

Frank Road Excavating, Inc. Riley “Frank” Frenchik
riley@franklvexcavating.com, (440) 555-5432

Cuyahoga Falls College. Ana Michael
physicalplant@cfc.edu, (330) 555-9876

Landshark Developers, LLC. Stephanie Anne Hill
sah@land-shark-llc.biz, (440) 555-4400

Foundation Software, Inc. Mike Ode
mode@foundationsoft.com, (330) 220-8383



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Selected Project History

Contract	Project Description	Contract Value	Date Complete
Cuyahoga Falls College, Campus Walkways 333 S. Hardin Ave., Cuyahoga Falls, OH	Build-It performed approximately 375 feet of concrete walkway repair and removal and placed over 520 lineal feet of new concrete walkways throughout the campus.	\$128,070	10/18/2018
Foundation Software Inc., Headquarters 17800 Royalton Rd., Strongsville, OH	Enter description here.	\$XX,XXX	m/dd/yyyy
Northend Office Park 1600 State St., Bath, OH	Enter description here.	\$XX,XXX	m/dd/yyyy
Enter contract name and location.	Enter description here	\$XX,XXX	m/dd/yyyy

Remember...

Success begins
when a prospect can
remember you and why
they need your services!

