



## Realty Income

JULY 2021

## CASE STUDY

# PAVECON

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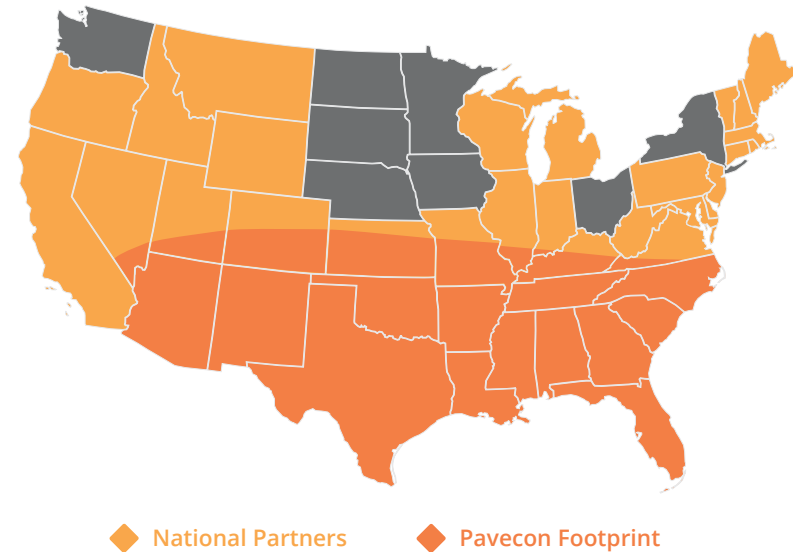
# Project Details

We were tasked to negotiate and roll out National Paving Plan for over 6,000 sites across the country. During the negotiation we developed a discount model allowing them to prove to their stakeholders and leadership team that not only would we be the most responsive, but would also show a meaningful discount across their portfolio. We then took our discount model and rolled it out across the entire Pavement Network, giving Realty Income expansive coverage of the entire country through its exclusive partnerships.





# Realty Income & Pavecon



## /// JOB CHALLENGES

Developing a discount model that allowed both Realty Income and Pavecon to demonstrate a successful partnership. We first had to start by understanding the average job sizes and gross margins for the trailing 3 years. We then had to set a tier structured that would show savings at all levels based on the historical information we had built. Finally we presented the discount model based on both soft and hard savings (Win for Realty Income) as well gross margin and profit (Pavecon Win).

## /// UNIQUE SITUATIONS

Negotiating jobs across every division was very unique as we had to make sure all of the margins would work for each division and job type. We also had to use our discount model across the entire Pavement Network which proved very different and unique-not every partner works on the same metrics.

As a result we have now been awarded 8 projects worth over 150K and have supported Realty Income in their 2022 budgeting exercise.



# Additional Images







## GET IN TOUCH

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