

## **SMARTBIM and ecoScorecard Join Forces to Serve Green Building Professionals**

*New Company to Provide Modeling Services, Analytics, Information Management, Environmental Data*

**February 9, 2011, Atlanta, GA** – SMARTBIM and ecoScorecard are joining forces to create the most complete offering of modeling services, analytics, information management and environmental data for architectural, engineering, and construction professionals.

“In an effort to better align **information** and **modeling** in BIM, SMARTBIM has merged with the ecoScorecard team to offer the only, fully integrated package of information-rich models and product data that delivers what Revit users need to make BIM truly work,” said Arol Wolford, CEO of SMARTBIM.

**SMARTBIM** is the leading provider of analytics for users of building information modeling (BIM) technology in the AEC industry. **Stemming from its roots as part of Reed Construction Data**, SMARTBIM offers building products modeling and model distribution for manufacturers, as well as a comprehensive software application suite that combines building product information management and building product quantification and costing capabilities for architects, engineers, owners and builders.

**ecoScorecard** provides building professionals the ability to search and evaluate products based on environmental characteristics. The program does the calculations necessary for rating systems such as LEED, GGHC, Labs 21 and CHPS, and includes other third-party product certifications. The tool produces the product documentation necessary for inclusion in the submission process. ecoScorecard is free to users and is supported by manufacturers interested in making the specification of green products easier for customers and salespeople.

ecoScorecard President Paul Shahriari believes the newly merged company will be the first, true realization of the promise of holistic green building. “Our industry recognizes that BIM is the future. But a critical missing component has been performance and green data. With our combined offering, we can drive the adoption of sustainability principles by integrating green data and the ability to see the environmental impact and alignment with green building rating systems into the object model.”

According to Mr. Wolford, the world of building and design is undergoing a seismic change. Revit and building information modeling (BIM) have affected how architects, owners, designers and manufacturers plan and manage all aspects of construction.

“This is really just the beginning,” said Wolford. “The ecoScorecard leadership team of Paul Shahriari and Martin Flaherty bring a much-needed skill set to the world of BIM. The brand they created with ecoScorecard is unmatched in our industry. And, the fact that they invented the green product documentation category five years ago is evidence that ecoScorecard can help move the world of BIM forward.”

**SMARTBIM, LLC** is a leader in building information modeling solutions for the construction industry. SMARTBIM serves the industry with products and services focused on creation and management of the vital product information within a BIM model. SMARTBIM is a privately held company based in Atlanta, GA. For more information, visit [www.smartbim.com](http://www.smartbim.com) or call 877-436-9031.

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