

MARKETING MATTERS



Bobbitt continues to promote itself in the community through public relations, reinforcing our status as the Carolinas' most experienced design-build contractor and a forward-thinking company. The latest news appeared in the April issue of Business Leader magazine in a story about Bobbitt's successful employee stock ownership plan (ESOP).

Employees who participate in an ESOP find they are able to grow their retirement accounts more rapidly than with other retirement plans, according to the article. Across the country, there are more than 11,000 ESOPs covering 8 million employees in public and closely held companies. In the book, "The 100 Best Companies to Work for in America," by Robert Levering and Milton Moskowitz, 30 of the top 100 firms offer ESOPs.

Business Leader magazine interviewed our president and CEO, Don Comer, who was quoted in the April article about how the ESOP creates a culture of ownership among employees here at Bobbitt. This fosters a level of teamwork and responsibility rarely found in traditional companies. It improves productivity and bottom-line results.



VOLUME 2 | ISSUE 6 | 2007

FROM THE PRESIDENT

As we close out one of the busiest quarters in our company's history, I would like to take a moment to talk about our market niches and how they support Bobbitt's future growth.



We continue to focus our sales efforts on nine distinct markets: Community, Flex, Fit-Up, Industrial/Mini-Storage, Medical, Office, Religious, Retail, and Service Business. All of these are important to our bottom line and help us maintain the diverse mix of business that helps ensure our long-term success. We've identified these markets based on growth trends in the communities we serve.

A U.S. Census Bureau report released earlier this month showed that the Raleigh-Cary metro area – comprised of Wake, Johnston and Franklin counties – grew in population by nearly 25 percent from April 1, 2000, to July 1, 2006. Today the population in this region is almost 1 million people, representing a faster rate of growth than all but seven U.S. metros. The Columbia metro area is also expanding rapidly, with population in the four-county area exceeding 700,000.

As more people move into our communities, the demand for services increases. We are seeing more professionals such as doctors, dentists and veterinarians establishing new practices. Economic development efforts are bringing new companies to the Triangle to serve the growing population. Growth also creates the need for more schools, while at the same time, funding for public education is limited. The result is a proliferation of charter and private schools.

By understanding our geographic markets, as well as our vertical market niches, Bobbitt is able to capitalize on all that is happening around us. Our project developers are aligned with the vertical markets in which they are experts, as well as to areas of the community where they have strong relationships. This dual approach strengthens our ability to reach decision makers directly, become more selective about the work we perform and provide outstanding service to our current and future customers.

There truly is a method to how we develop our business. Strategic selling, together with our commitment to quality design-build, is a winning combination.



■ EMPLOYEES

Previously a superintendent, David Tuttle has been promoted to project manager. David has been with Bobbitt in Columbia since July 2006. Congratulations David.

Ben Wilson, having been with Bobbitt for some time as a project developer assistant, has been promoted to project developer. "Ben is a great asset, and we are confident he will continue to be a valuable contributor," said Vic Englert, president of Bobbitt, Columbia.

According to Vic, another star employee who should be recognized is Stacey Nelson. "With the continued development of her position as sales administrator, Stacey plays an integral role in moving our prospects through the sales process," Vic said.

"With dedicated, driven and proactive team members like Stacey, David and Ben, along with our construction crew and satisfied customers, we are well positioned for a very successful 2007."

■ COMPLETED PROJECTS

We recently completed a sanctuary expansion for Salem United Methodist Church in Ballentine, S.C. The campus consisted of three buildings, one dating to circa 1900, another circa 1800, and the latest completed in 1987. This was an interesting project, as it involved tearing down the 1900s building and tying a new building into the 1800s sanctuary. The result is a beautiful, 450-seat sanctuary that very successfully marries the old and the new together.

Another religious project that we are proud of is McGregor Presbyterian Church. Completed on time and exceeding client expectations, this sanctuary renovation and addition includes a sloped floor and seats 420 people.

A two-story office building for Coastal Science & Engineering is underway. This firm provides specialized services to government, industry and municipal clients. With an anticipated completion date of July 31, this building has a low-country feel and features a brick facade, slate blue metal roof and open truss at the front entry that will be comprised of rough sawn lumber.

■ IN THE PIPELINE

In the midst of these projects, our sales pipeline continues to stay full. We anticipate finalizing the details soon on these projects: Renovation of a 24,000-square-foot, 1925, four-story building in downtown Columbia; a new 11,000-square-foot, three-story office building that will include exterior porches, elevators and a high-end exterior; and a 23,000-square-foot, two-story office building for a repeat customer that will include pre-cast detail and brick exterior.

NORTH CAROLINA PROJECTS NEARING COMPLETION



Magellan Charter School
Baileywick Road, Raleigh



Oberlin Baptist Church
Oberlin Road, Raleigh



Dogwood Veterinary Hospital
Vickers Road, Chatham County

- McCrimmon Medical Office Shell** – McCrimmon Parkway, Morrisville
- Gregory Poole Truck Service** – Integrity Drive, Raleigh
- Avid Solutions** – Apex Peakway, Apex
- Metrics, Inc** – Sugg Parkway, Greenville
- Brandywine Veterinary Hospital** – Hwy 58, Wilson
- Rolesville Flex II** – Rogers Road, Rolesville
- Community Christian Church** – Memorial Drive, Greenville
- Global Golf Renovation** – ACC Boulevard, Raleigh
- Classical Elements Fit-Up** – Focal Road, Raleigh
- Enterprise Rent-A-Car** – Creedmoor Road, Raleigh
- Chapel Hill Road Flex Building** - Suites 100, 102, 104 – Chapel Hill Road, Raleigh

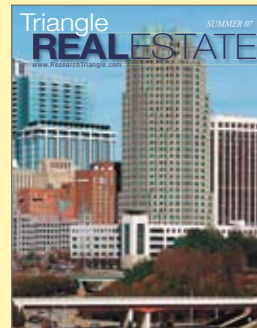
RECENT NORTH CAROLINA CONTRACTS

- Avian & Exotic Animal Hospital** – Fidelity Blvd., Raleigh
- Raleigh Neurosurgical** – Six Forks Road, Raleigh
- McCrimmon Family Dentistry** – McCrimmon Parkway, Suite 100, Morrisville
- Eli Whitney Volunteer Fire Department** – Hwy 87, Graham
- Hasentree Clubhouse Phase I** – Hwy 98, Wake Forest
- Hasentree Sports Facility** – Hwy 98, Wake Forest
- Auto Smart** – Hwy 55, Durham

RALEIGH LOCATION: 600 Germantown Road
Raleigh, NC 27607
T. 919.851.1980
F. 919.851.1982
TF. 800.359.8738

COLUMBIA LOCATION: 500 Lawand Drive, Ste.103
Columbia, SC 29210
T. 803.731.5550
F. 803.731.5580
TF. 800.359.8738

MARKETING MATTERS contd.



Positive press coverage continues in May, with an article about Bobbitt to be published in Triangle Real Estate quarterly magazine. Stay tuned!

group3 communications

As our company grows, so does our need for strategic marketing support. Bobbitt has retained Group3 Communications, a full-service marketing firm, to assist with our ad campaigns, public relations, collaterals and other communication initiatives.

COMPANY HAPPENINGS

Jackson (Jack) Bratton joined the Bobbitt team in February as a landscape architect. He joins the design team with 20 years of experience in landscape architecture. A native of the Tar Heel state, Jack grew up in Chapel Hill and Greenville, N.C. He is a graduate of Lees-McRae College and studied landscape architecture at North Carolina State University.

Our newest project developer, **Dennis Wise**, joined the Bobbitt team in February. Dennis comes to Bobbitt with 10 years of project-focused business development experience, most recently with the Triangle Business Journal. Dennis and his two sons, Tyler and Tanner, live in Clayton.

Joining the Bobbitt team in March, **Mason Phillips** is a superintendent with almost 10 years of experience in the construction industry. Mason lives in Fuquay-Varina with his wife, Allison, an assistant manager at the F-V branch of Bank of America.

