

"We have noticed an uptick of being listed in specifications, which also leads to an increased project pipeline."

Brian Joyce, **PPG Commercial** Specification Manager, **Architectural Coatings Business**

Specpoint, powered by AIA MasterSpec®

Grab the attention of more architects and engineers



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Specpoint, powered by AIA MasterSpec®, is the leading cloud-based specification editing software and product research library available for commercial construction, providing building product manufacturers with greater visibility to design professionals to increase their specification rate and grow market share.

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- Collaborate more efficiently across internal and external teams-architects engineers can easily reach out to manufacturers through product listings
- Build a custom content library for specifiers filled with your product videos, cut sheets, and collateral to gain priority product search ranking
- Increase product selection capabilities with detailed properties to set yourself apart from the competition
- Save architects and engineers valuable time and effort with accurate product specifications
- Keep product information up to date with easy, anytime access
- Make informed, data-driven sales and marketing decisions
- Support for BIM content and sustainability documentation
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