

Situation

Catclar Investments, based in Scottsdale, Arizona; is a real estate development company that focuses on building relationships with neighboring communities and municipal officials to create successful, quality-driven, and environmentally friendly development projects. Responding to an RFP from Litchfield Park that was looking for developers to undertake the development of a 7.03-acre parcel of land, Catclar contacted Hudson to assist in developing a proposal. The goal of the proposal was to showcase how the team would develop, finance, construct, and provide maintenance and improvements to the construction.

Task

The Hudson team was tasked with delivering approximately 10,000 words containing highly technical information. They also only had 25 pages to work with, to remain compliant. The brief was looking for Catclar and their partners to demonstrate an understanding of the City's goals and objectives with an emphasis on development concepts, degree of greenspace and placemaking, and strength of their character, while also showing their previous experience in the construction industry.

Action

After receiving the information, Hudson had a week to turn the bid around for Catclar Investments to submit it by the client deadline. The writing team was led by Senior Bid Writer, Jim Creel.

Jim stayed in constant communication with the management team at Catclar to ensure all the information was accurate. He gave constant updates and drafts to the clients, in order to make changes as the team continued to work. Input was being received from multiple companies which meant that a lot of information was coming through to Hudson that needed to be organized, developed and edited to make sure compliance was kept to the strict page count. , and he consulted on areas that needed to be edited to remain compliant with the page count while ensuring the question was answered.

Result

Due to the close collaborative effort formed with the client, Jim and his team successfully delivered a completed technical, beautifully designed response for Catclar to submit well before the deadline. The designed work expressed their experience, the team, and the vision that Catclar had for the land in question. Due to the high-quality content and professional service delivered throughout the project, the management team at Catclar was very happy to have worked with Hudson, Jim, and his team.

They provided this testimonial:

Jim and Team, you are rockstars, this looks amazing! Thanks again for all your hard work, enormous drive, and ability to get this done. We look forward to working with you again Your team have been truly amazing to work with and your hard work and commitment to this project was exceptional!

– Irene Catsibris Clary, Catclar Investments LLC, Principal