



CONSULTANTS  
MARKETING AND  
BUSINESS  
DEVELOPMENT

“The fact Marshall was actually able to get an appointment with me really says it all.”

Carolynn Abst  
Principal, AIA, LEED AP  
Case+Abst Architects  
San Francisco, CA



“In an architectural firm like ours, you get phone solicitations all the time. Most people never get past the receptionist. The proof Marshall can get through to anybody is the fact that I didn’t hang up.”

**No high pressure. Just common sense.** “Invariably, Marshall was able to arrange a number of interviews for us with key stakeholders. Some weeks, we were scheduled for two or three presentations. And one of them put us in the running for a \$6M design-build project: an opportunity we otherwise wouldn’t have known about.”

**Close coordination. And consistent results.** “After our introductory meeting, Marshall refined our general plan. They also helped us customize a catchy mailer, which was sent to pre-selected contacts the week before the initial phone call. It’s a steady, consistent program. So much better than our previous scatter-shot marketing effort.”

*Since its inception in 1984, Case+Abst Architects has built invigorating and functional architecture and interior spaces — with the belief that exceptional design inspires our daily lives.*



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