

**What real customers
are saying:**

“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

**Watch more video
testimonials**



Specpoint®, powered by AIA MasterSpec®

Grab the attention of more architects and engineers



At ConstructConnect®, our goal is to provide commercial construction professionals like yourself with the data, insights, and preconstruction solutions to help you drive your business forward.

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.

Get specified, get sold.

- **Reach and influence specifiers when it counts:** Get your product details in front of nearly 5,000 architecture and engineering firms during the specification process, with accurate, up-to-date information.
- **Make product selection easier and faster:** Bridge the information gap with Intelligence Product Selection, detailed product properties, and ready-to-use specifications that save architects and engineers' time.
- **Stand out and get chosen more often:** Increase visibility and differentiation with priority product search placement and rich content like videos, cut sheets, BIM files, and sustainability documentation.
- **Collaborate directly with design teams:** Enable architects and engineers to easily connect with manufacturers through product listings, reducing back-and-forth and speeding decisions.
- **Turn insights into smarter actions:** Use reporting and data-driven insights to track product selections, measure ROI, and guide sales and marketing strategy.