

# Use Fringe Benefits as a Strategic Tool to Win More Bids

## Greenwood University Cafeteria Project

Fringe dollars were never intended to be paid in cash. Putting fringe dollars into a benefits plan gives you a competitive advantage to win more bids by lowering cost estimates, reducing timelines, or investing in better resources.

Let's take a look at how Clever Construction\* used fringe dollars as a strategic advantage to win the bid on the Greenwood University Cafeteria Project.



\*Actual name changed for confidentiality



### The Challenge

Clever Construction's bid was \$21,200 higher than the lowest bidder, and Greenwood University was focused on price. Clever needed a way to lower their final cost estimate, or else they would lose this massive project.



### The Solution

Clever began using FuturePlan powered by Beneco's solutions to fund employee benefits with fringe dollars. As a result, they were able to reduce their payroll cost, which meant saving tens of thousands of dollars and beating all other competitors on price.



### The Impact

Clever Construction won the bid, grew their business, and opened the door for additional growth opportunities.