

For Immediate Release

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September 20, 2011 – Bloomfield Hills, MI – The Construction Association of Michigan (CAM) is pleased to announce its partnership with MeasurePlans.com, a company specializing in estimating software. CAM members will receive 10% off any purchase by entering a coupon code upon checkout; the discount will be applied automatically.

MeasurePlans.com offers the only cloud-based estimating software on the market. [Cloud Takeoff](#) allows users to work from anywhere using a MAC or PC with all their digital plans open on screen. CAM members can sign up for a free trial of Cloud Takeoff by visiting MeasurePlans.com.

“As the premier construction news reporting service in Michigan since 1885, CAM continues to differentiate itself from other associations, planrooms and builders exchanges by offering state-of-the-art project dissemination services. Our mission is to be #1 and provide more content, information and options than our competitors. Our partnership with MeasurePlans.com allows our subscribers and members, access to the most complete suite of take-off software available in the market today,” said CAM President Kevin Koehler.

“We are excited and proud to be partners with one of the most forward-thinking builders’ exchanges in the country,” Phil Ogilby, CEO of MeasurePlans.com asserts. “In this challenging economic climate it is important for construction firms to run more efficiently and to lower their costs of bidding new work. Kevin and his team run a first class organization, and we are looking forward to helping their membership to bid more work in less time and at a lower cost.”

The MeasurePlans.com [online software store](#) offers estimating software solutions for a wide variety of building trades including site construction, concrete and masonry, metals, wood and plastics, roofing and waterproofing, doors and windows, interior drywall, paint, flooring, mechanical, plumbing, HVAC and electrical. Visitors can browse through the latest estimating software products organized by trade. Most products have informational video demonstrations, or personalized online demonstrations are available.

Find out more about this new online software store through the CAM website:
http://www.cam-online.com/index.php?option=com_content&view=article&id=279&Itemid=234

You may also call the CAM Marketing Department at (248) 972-1000.