



Building on our Foundation
of Quality and Integrity



ABOUT DALE:

DALE Corporation is a full-service construction management, general contracting and development/consulting firm. Founded in 1959, the Company has a strong heritage in the construction industry and is known for its expertise in publicly-funded projects, commercial, education, elderly and skilled care, hospitality, mixed use, multi-family and retail projects in the Mid Atlantic Region of the United States.



THE DALE APPROACH:

DALE's reputation for excellence has been built, one client at a time, consistently exceeding expectations, time after time. Understanding that its future depends on the successful execution of every detail of every project, the Company has developed a culture of uncompromising performance. DALE's ability to adapt to changing business conditions helps its clients meet the demands of today's business climate, resulting in strong business relationships that withstand the test of time.

DALE'S CORE COMPETENCIES:

PROJECT	RETAIL	HOTEL
COST	1,000,000.00	3,000,000.00
REVENUE	2,000,000.00	4,000,000.00
LAND	2,000,000.00	3,000,000.00
EMO	1,000,000.00	4,000,000.00
ANCE	3,000,000.00	2,000,000.00
ES	2,000,000.00	3,000,000.00
	1,000,000.00	

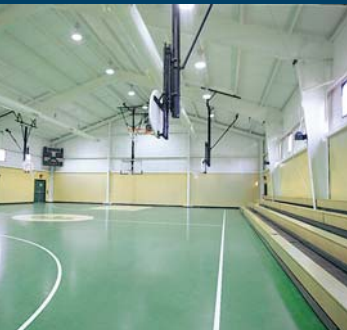
Pre-Development Consulting:

DALE guides its clients in making the most informed business decisions by preparing comprehensive market analysis and business models to help developers determine "the best use" to product the greatest return on their development.



Development Consulting:

DALE offers guidance to enhance the real estate development process including debt/equity structuring, risk analysis, financial modeling and planning/process guidance.



Pre-Construction Services:

In order to strike the critical balance between cost, design, function and time, DALE provides pre-construction services ranging from team coordination to constructability review and budgeting.



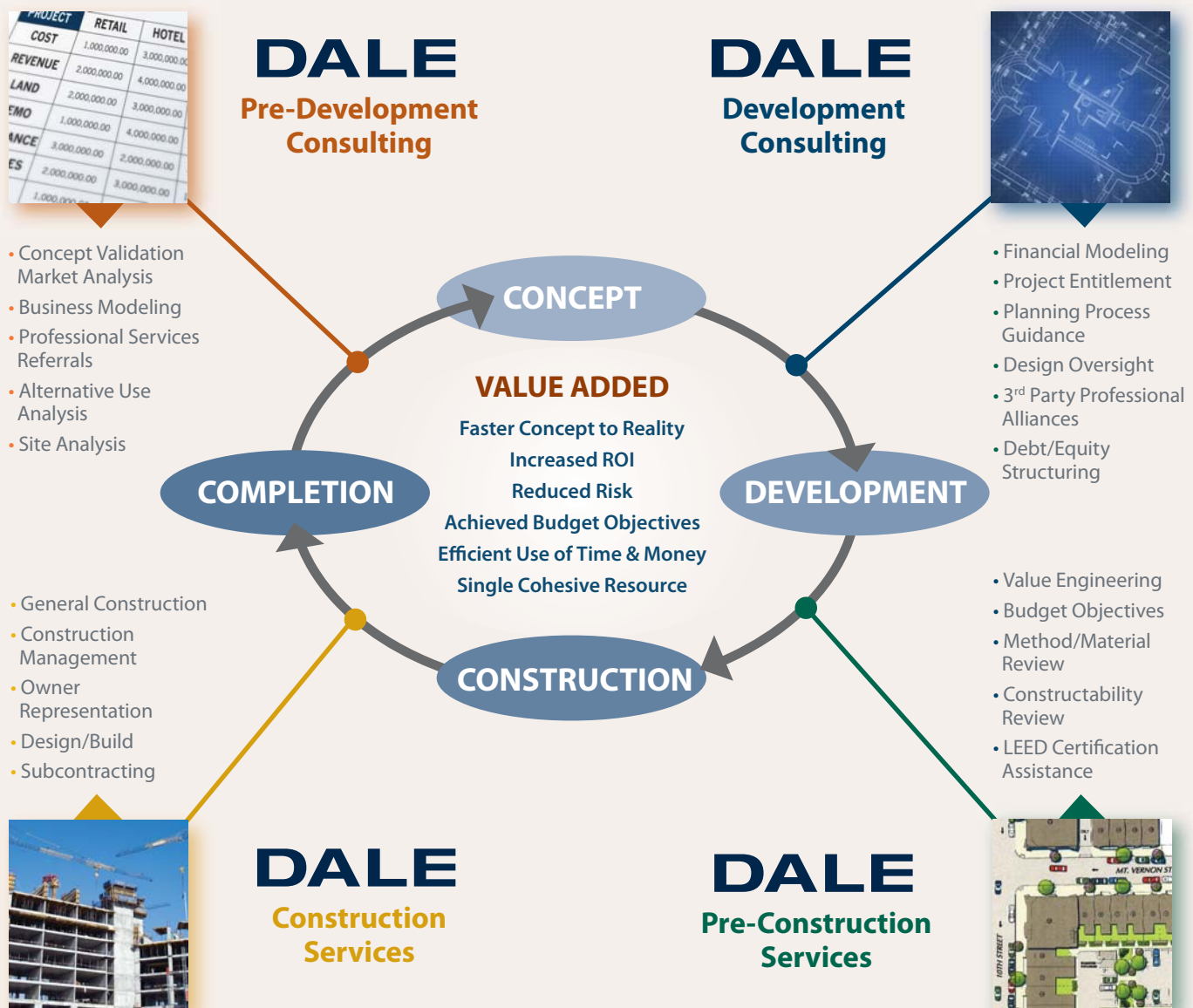
Construction Services:

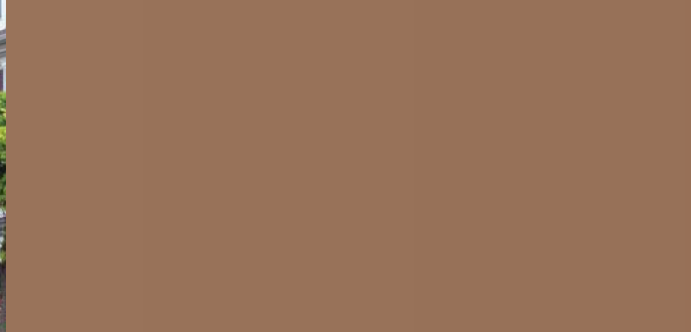
DALE is a turnkey construction management and general contracting firm. With more than 300 field employees, DALE also self performs many facets of the work, ensuring the ability to directly impact schedules and quality.



DALE'S VALUE ADDED PROPOSITION:
Where business strategy comes before building concepts.

The Dale team is involved at every stage of the project life cycle – from feasibility to concept to reality – all the way through to completion of construction and site management. With its consultative approach to development, the Company helps developers and business owners identify the factors that will determine the best use case for a development project which will provide the greatest return on investment.





DALE'S BROAD INDUSTRY EXPERIENCE:

Where experience fast tracks success.

Equally important to the entire construction process, the importance of evaluating the business factors ultimately determines the likelihood of the success of a project. While fully understanding the construction parameters of its projects such as accurate unit pricing, DALE also evaluates business parameters such as cost and revenue per unit, and facility operating and maintenance costs to leverage the client's optimum return on investment dollars.



Commercial/Corporate Office:

An organization's office space reflects the company's image and provides a productive and friendly atmosphere for its employees. We work with the owner and architect to ensure that the critical objectives are met. With more than 300 employees, DALE understands how space planning affects productivity.

Education/Student Housing:

DALE has a well-established track record of performance excellence in the development/construction of student housing classroom and gymnasium facilities at the elementary, secondary and collegiate levels. Working on an active campus, we are sensitive to the intrusion a construction environment creates. We are unyielding in our pursuit of creating a safe and productive on-campus environment.

Assisted Living/Skilled Care:

Facilities such as skilled nursing, assisted living, senior housing, and rehabilitation centers have a unique set of construction/development requirements. DALE draws on decades of experience and has an in-depth database of costs and schedules for accurate, fast benchmarks early in the development phase. We're often involved in the conceptual development of medical and long-term care facilities, helping to evaluate costs and proposed structural requirements.

Hospitality:

DALE's hospitality clients have come to depend on it for generating business models, benchmark estimates, fast-track construction and sequential turnover, which in turn translates into faster market penetration. With DALE's exceptional experience in the hospitality sector, clients have saved a significant percent on construction cost and have reduced time-to-market by as much as a third.

Large Scale Residential:

DALE has constructed thousands of condominiums / apartments and houses in both urban and suburban settings. As a result of this experience, DALE provides unmatched experience in large-scale residential projects and has a vast database of costs and schedules to provide accurate project benchmarks.

Mixed-use:

With DALE's multi-sector experience, our clients can be assured that they will be able to move forward with confidence as they maneuver through the complexities of a mixed-use development. DALE's broad experience-based knowledge and experience provides incredible value. We assist our clients in reaching their objective of converting their vision into financially sound assets.

Publicly-funded Projects:

The Company has a successful track record of interacting with government entities/agencies and has unprecedented experience in leading clients through the gauntlet of reporting and processes inherent in the publicly financed arena.

Retail:

The importance of completing projects on or ahead of schedule is vital in the retail space. DALE's experience in the retail sector includes renovations and mall expansions. With its wealth of experience, DALE is uniquely positioned to work with retail developers with a comprehensive understanding of how to best monetize square footage.





SUSTAINABILITY BUILT AT THE CORE

Enduring the ups and down of economic business climates over the last 50 years, DALE Corporation has grown into a company with unique skill sets and niche industry sector experience. Clients rely on DALE to deliver first-class solutions that optimize their assets, improve their competitive position and ensure their long-term business success.

DALE'S CORE VALUES:

DALE's commitment to its clients is built on a set of core values – that drives all its decisions and supports all of its relationships:

Integrity:

At DALE, the guiding principle is to conduct all aspects of its business with absolute honesty and integrity without compromise. The Company strives to make recommendations where the client will derive the greatest business benefit from their investment.

Accountability:

DALE stands behind its work to ensure that client expectations of the project are met. The Company takes the necessary steps to quickly rectify problems to ensure the integrity of its projects.

Quality and Performance :

DALE takes pride in excellence: upholding the highest standards of craftsmanship and professionalism.

Health and Safety:

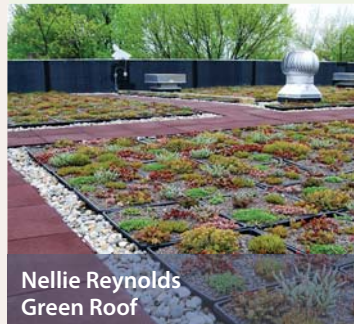
DALE's proactive safety program includes strict adherence to OSHA regulations, engagement of workers with corresponding skill levels, and ongoing training.

Commitment:

DALE's "do whatever it takes" philosophy remains at the forefront of each and every project the Company undertakes.



DALE is a "green" builder with experience in required certification procedures. Dale continues to explore new design methods and materials in its environmentally conscious approach to its business process.



Nellie Reynolds Green Roof



TAKING PRIDE IN FAMILY & COMMUNITY:

Everyone says it – we live it.

Our roots are firmly grounded in a sense of family and pride. Since founding the company in 1959, DALE's owners have never forgotten the basic principals that have helped to create a successful and sustainable business environment for clients and employees alike. DALE is a family of families – comprised of many third generation employees.

DALE builds communities upon the same guiding principals that have been the foundation for the company over the years – building a sense of community that fosters interaction, care, consideration and connectedness. Its culture and heritage are extended into the communities it builds – creating a sense of family, community and ownership in the process.

While keeping the best of what brought us here, we strive to incorporate new ideas and technologies to remain in step with our clients' evolving requirements. With our multicultural and skilled workforce, we work alongside our clients to build communities – and relationships for a lifetime.

Expertise + Innovation + Performance = Success & Profitability

LOOKING BACK. GOING FORWARD.

As DALE grows its business, its vision will remain unchanged: to continue to make DALE the company that thrives on retaining and growing every client relationship by creating a durable foundation. The Company's sustainability is based on innovation, integrity, accountability, quality, performance, safety and commitment: the principle by which Dale Sr. founded our company in 1959.



DALE MISSION STATEMENT:

DALE is dedicated to providing innovative development consultation, construction management and construction services that produce sustainable businesses for our clients, while providing growth opportunities for our employees and community. Our core aspiration is to instill in our employees the pride that comes with the successful completion of top-quality products for our clients.



With more than 50 years of success in general contracting and construction management, as well as a growing development consulting practice, focused on feasibility assessment modeling, DALE Corporation is the full-service resource serving a broad range of market sectors throughout the Mid-Atlantic Region. The Company is known for integrity, innovation, quality and performance. With an emphasis on its commitment to long-term client relationships, DALE works closely with clients to ensure the success of development and construction projects every step of the way – from feasibility to concept to reality.

Since 1959

www.dalecorp.com