

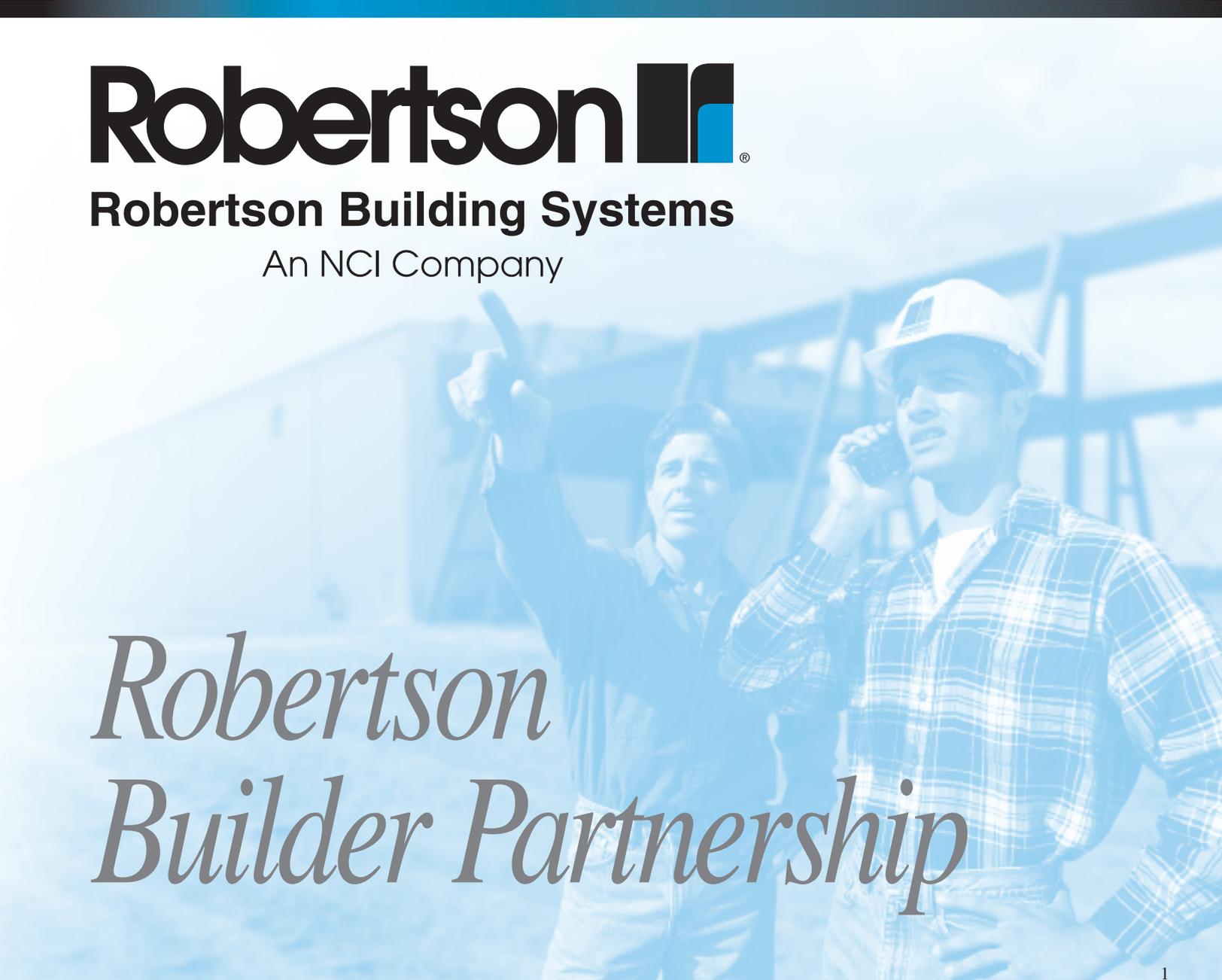
Ten Important Reasons
why a Robertson Builder Partnership
can be a long-term “Win-Win-Win”
for Builders, for Customers and for Us

Robertson ®

Robertson Building Systems

An NCI Company

*Robertson
Builder Partnership*



Partnerships *1*

We firmly believe that Builder companies are an integral part of the Robertson organization

How you benefit as a builder ...

Our relationship with Builders is understood upfront. We're partners! We make it easy for you to work with us. Unlike other steel building systems manufacturers, you will never have to be concerned about Robertson competing with you. The sales leads that come in directly to Robertson are referred to Robertson Builders. Moreover, your company can benefit from the national resources we make available to you.

How your customers will benefit ...

We know that construction is a local business. Because your customers look to you as their single source, we will be responsible to you and to them for the entire building envelope. We will continuously strive to make our involvement in your projects as seamless as possible. We will give you cost predictability and quality products you can count on to ensure you have a satisfied customer.

How Robertson benefits ...

Only by earning our Builders' allegiance can our goal of retaining them as Robertson Builders for many years be achieved. Our success is predicated on your success!



2 Experience

Robertson is well-grounded in the construction business

How you benefit as a builder ...

Robertson was founded in 1863. So, we've accumulated over 145 years of valuable growth-oriented experience in the construction industry. Our continuing rate of growth can be attributed in large part to our dedication to technologies that improve our production capabilities and generate greater value-added features for our Builders and their customers. Like every company, we've made mistakes along the way; but we've made it a point to learn and profit from those mistakes. This broad experience and knowledge provides Builders with a viable resource they can tap into to answer questions and/or solve building problems whenever they arise.

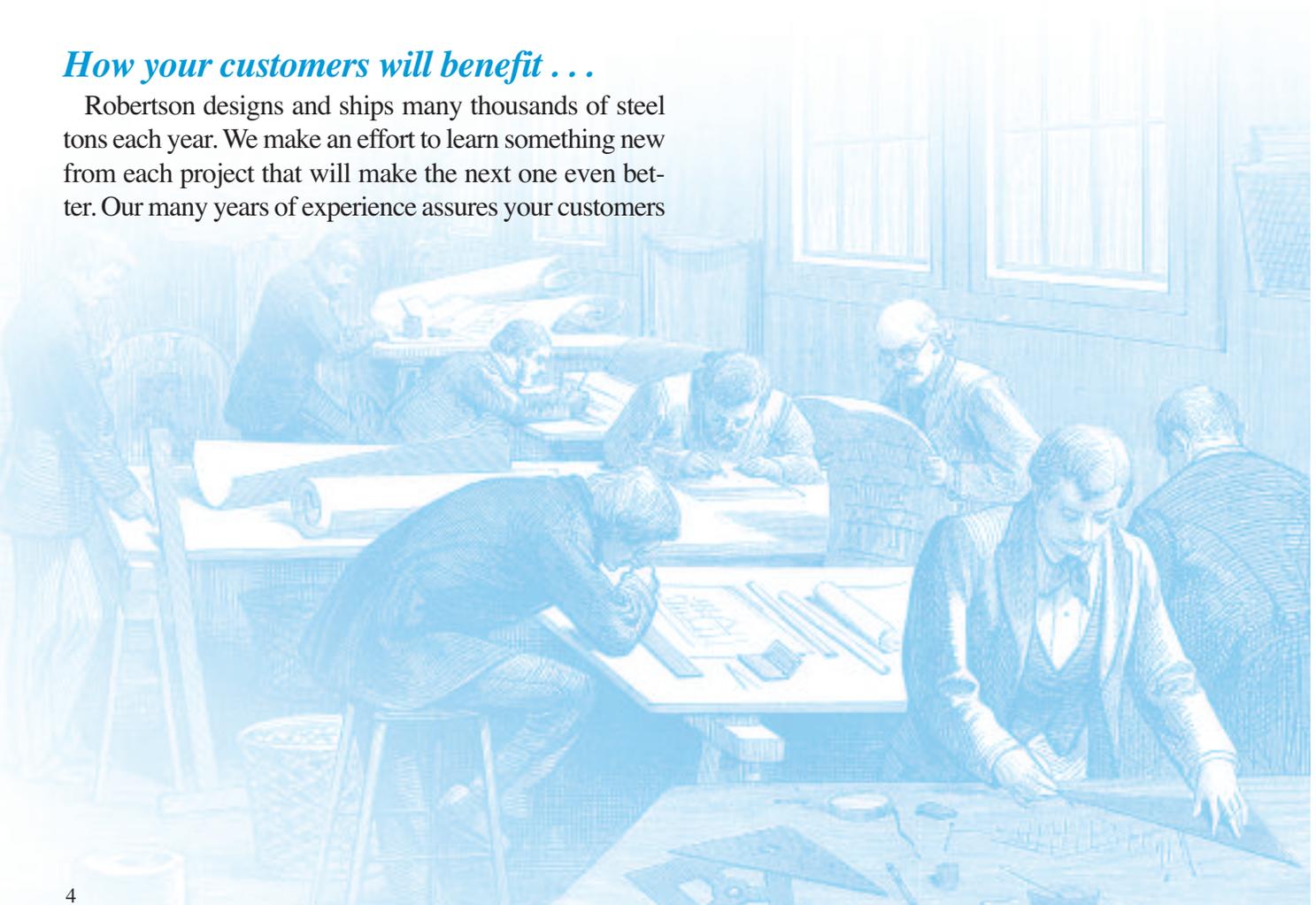
that we've developed solutions for similar needs many times before. Over 145 years of history assures you and your customers that we'll be around to support our builders and our products.

How Robertson benefits ...

Our knowledge of the industry shows us how to move quickly and sure-footedly with a minimum of corrective changes. Our long history has taught us to handle changing and challenging economies and environments without losing sight of our long-term commitments.

How your customers will benefit ...

Robertson designs and ships many thousands of steel tons each year. We make an effort to learn something new from each project that will make the next one even better. Our many years of experience assures your customers



Stability 3

Robertson is financially stable

How you benefit as a builder ...

As an NCI company, Robertson's financial strength assures you that we will keep our commitments to you, so in turn you can keep your commitments to your customers. Because we are so closely aligned with and dedicated to the success of our Builders, we strive to make their rates of business growth equal to or better than the pace Robertson is achieving.

How your customers will benefit ...

We understand that construction is a local business; however your association with Robertson, a multimillion dollar industry leader, augments your financial stability.

How Robertson benefits ...

Our financial stability allows us to stay competitive even during trying times. It also makes it possible for Robertson to participate fully in any market conditions, thereby assuring continued growth.



4 Excellence

Robertson designs and builds only top quality building components and systems

How you benefit as a builder ...

In addition to a wide variety of engineered steel buildings, Robertson offers a comprehensive line of building components including panels, cees and zeeks, trims and accessories. We also offer self-storage buildings and the patented Long Bay system with up to 65 feet of unobstructed floor space.

While we constantly strive to be the low-cost producer, Robertson consistently ranks above industry standards in terms of product quality.

Robertson building components are designed and manufactured under quality standards CSA W47-1 and CSA A660 in IAS AC472 accredited facilities. Regular audits include personnel, design and engineering, materials control, fabrication and plant quality programs. Steel welding meets both the CSA Standard W59-03 and American Standard AWS D1.1.

Robertson Building products are certified to a variety of Underwriters Laboratory (UL) and Factory Mutual (FM) standards.

How your customers will benefit ...

Quality assurance programs help ensure that every component shipped to Builders' construction sites is of the highest quality and can be assembled as planned. As a result, customers normally take occupancy sooner; some industry estimates show time savings of as much as one-third that of conventional construction time.

Top quality standard products mean that Robertson Buildings withstand the ravages of weather better, cost less to maintain, last longer and thereby provide a low life-cycle cost to building owners.

How Robertson benefits ...

We want to continually build on our excellent reputation by consistently providing practical, attractive building solutions for building owners and developers. We know that manufacturing building components right the first time saves a lot of time and money.

Advanced Technology 5

We give you the most advanced computerized design, pricing and order entry programs in the steel building systems industry today

How you benefit as a builder . . .

Robertson's design, pricing and order entry systems allow you to configure and price a wide range of buildings quickly and easily.

If you need low-complexity buildings with delivery times as fast as four weeks, the web-based Robertson ExpressPlus™ system is your solution. This system greatly simplifies the ordering process, allowing you to generate a low-complexity metal building quote based on your specifications in a matter of minutes.

If you need to configure and price a more complex structure, Robertson's Windows-based RBS software is continually updated to meet demanding building challenges and changing markets. This easy to use, powerful software can price mezzanines, compute loads (wind, snow, seismic) by geographic area, and handle multiple cranes within a building. You input building dimensions, end use, delivery date required, then choose the building options you desire. In addition to pricing multiple build-

ings and itemizing the costs, the system immediately provides complete 2D and 3D drawings, anchor bolt plans and reactions.

Robertson software systems offer an impressive variety of options and accessories for your metal building design.

This level of sophistication in your office can be an absolute deal-clincher, helping you make an impressive presentation to a prospective customer.

How your customers will benefit . . .

You can exceed customers' expectations by providing detailed drawings and pricing fast, allowing your customers to visualize their building immediately. After your customers review the project and communicate any desired changes, you can easily make necessary modifications and provide new drawings and prices quickly. Once the building is finalized, your order is sent electronically and fed into Robertson's computerized systems and then to the manufacturing plant.

How Robertson benefits . . .

Robertson's computer programs provide fast and accurate throughput — from estimate to order to engineering to manufacturing. The automated process greatly reduces the chance for errors, thereby reducing incomplete shipments and costly makeovers, saving time and money.



6 Service with Integrity

We stand behind our promises. We meet our commitments!

How you benefit as a builder ...

Robertson believes in a high standard of customer service. When every department in our entire company is focused on excellent quality service, it means lower costs, faster deliveries and totally satisfied customers for you.

How your customers will benefit ...

As a builder, your customers have several needs. Your job and Robertson's is to fill those needs. Customers want service that results in successful, on-time building projects and a great building experience.

How Robertson benefits ...

We take pride in our integrity and the level of service we offer to our Builders. A promise made must be a promise kept.



Professionalism

7

Your Robertson District Manager serves you as an accessible partner

How you benefit as a builder ...

Robertson District Managers are carefully chosen based on their work ethic, attitude, professional demeanor, business acumen and background in the building systems industry. The average number of years a Robertson District Manager has been working in our industry is 20 – that’s a lot of knowledge you can use. With this level of experience, you can depend on your District Manager to be a valuable product resource – ready and able to answer your questions and handle any concerns. As a steel building business consultant, your District Manager can be a member of your team, willing to assist you as a manufacturer’s rep when preparing and making important presentations to prospective customers.

How your customers will benefit ...

Robertson is a customer-focused company. We strive to build long-term relationships with the Builders we serve and to offer Builders’ customers the best total solution in

every building situation. Your District Manager can bring suggestions and solutions to all of your construction challenges based on broad experience in the industry.

How Robertson benefits ...

Since we are extremely selective in recruiting and hiring District Managers with proven track records, we trust them to make decisions on behalf of Robertson that are consistent with being a customer-focused company. They can “make it happen” on the spot, resulting in better relationships with our Builders.



8 Marketing Support

Robertson provides excellent marketing support

How you benefit as a builder ...

In addition to marketing materials like brochures and samples, Robertson offers a co-op advertising program designed to help you increase prospects' awareness of your business, strengthen your company's identity in your market area, and help you uncover qualified prospects.

We offer a complete set of educational and planning booklets that allow you to walk a prospect through the decision to build with your company:

- 1) How can we justify the cost of building our own building? When should we begin building?
- 2) What Type and Size Building?
- 3) How to Select the Right Contractor.
- 4) Why Robertson?

Your District Manager can provide additional assistance to help you set appointments with qualified decision makers who need your help in planning a new building or in solving their building expansion concerns.

How your customers will benefit ...

Robertson's unique marketing programs provide qualified prospects with easy-to-understand information that educates them about justifying the cost of construction, proper planning steps, advantages of pre-engineered construction over conventional construction, and choosing you as the right Builder.

Bottom line: Your customers are shown how to build the most effective project by selecting you as their builder.

How Robertson benefits ...

By continuously working toward increasing the success of our Builders, we're able to ensure our success as well. Your success is our success!



Competitive 9

Robertson building systems are competitively priced

How you benefit as a builder ...

It's our job to keep you competitive in the market. Robertson continuously seeks methods for improving production efficiency ... the means for keeping our Builders competitive in the marketplace. Our financial stability combined with low production costs allows us to remain competitive even in trying times.

How your customers will benefit ...

They get the benefit of the best value at the best price.

How Robertson benefits ...

Competition keeps us sharp and always on the lookout for new and better methods.



10 Hub & Spoke Manufacturing

Our manufacturing facilities are state-of-the-art

How you benefit as a builder ...

Your delivery coordination and freight costs are easy to manage with state-of-the-art manufacturing facilities located throughout North America. As an NCI company, Robertson Building Systems is also able to offer products from our sister companies including MBCI components, IPS insulated panel systems, Steel Systems self-storage buildings, DBCI doors and ABC light gauge panels.

How your customers will benefit ...

Our people are located in the same geographic area that they serve. They understand the weather, snow loads, and

other regional issues important to your customers.

How Robertson benefits ...

We achieve much higher capacity utilization of our facilities to reduce costs as well as building closer and stronger relationships with our Builders.



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