



PRODUCT MASTER
SPECIFICATION CREATION
& ANNUAL MAINTENANCE



PLAYBOOK



2026

PREPARED FOR OUR
VERIFIED PARTNERS

V+SPECS

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Whitby, ON L1R 1V7

PREPARED BY:

Mark Clemmensen, RSW
Founder - Registered Specification Writer

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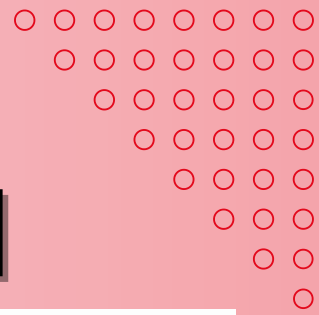
New-2-Sales Training



The SPEC  TATOR

Let's Break the SPEC  NADO





CURRENT SITUATION



- ❖ Are you trying to get Specified on Commercial Tenders and don't have a Specification?
- ❖ Have you lost a sale from a last minute substitution due to missing or poorly written Specifications?
- ❖ Are your Product Master Sections over 3 years old?

Are your Product Master Sections Missing any of the following:



- Summary / Section Includes
- Quality Assurance / Certifications
- Sustainable Design Requirements
- Fabrication
- Erection / Installation
- Demonstration and Training

Stop losing sales opportunities due to outdated, or incomplete, or MISSING Product Master Sections!

Get your Specifications V+SPECS VERIFIED today!

ABOUT US

Our Mission:

Educate professionals about the importance of Specifications and the critical information required within a Product Master Section to make them useful and user-friendly.

The V+SPECS Differentiator:

Our pioneering approach to certifying Specifications!

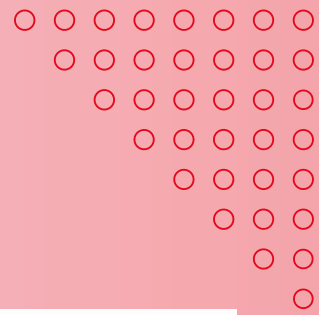
Mark

Melissa

Kristina



SPEC IMPORTANCE²



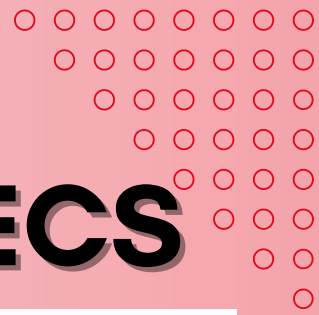
Description of a Specification & Why Specs are Required - Design Community

- ❖ Specifications are precise descriptions of design, materials, and performance requirements, which establish project standards for quality, workmanship, and compliance, used for bidding, procurement, and quality control in construction.
- ❖ Specifications progress design intent into enforceable requirements through products, standards, testing, warranties, and procedures, so bid pricing is obtainable, comparable and performance is understood by all parties.


Description of a Specification & Why Specs are Required - Product Manufacturer

- ❖ A specification is a document that translates product strengths and differentiators into specifier-friendly requirements. VERIFIED™ Product Master Sections are Tender-ready, trusted by the design community, employ user-friendly formatting techniques, all of which increase "overall adoption" by removing roadblocks.
- ❖ VERIFIED™ Section becomes a reliable tool that the End-User (Specifier) can add to the office Masters, for future use, and within current Project Tenders.





3-Part Product Master Sections - Update and/or Creation

 **User-Friendly** Product Master Sections with VERIFIED Seal:

- Containing "time-saving features" like auto-numbering and paragraph styles, enabling simplistic edits.
- Easily **adaptable** into existing Tenders and Client Masters.

 North American Compatible:

- We provide **both** USA & Canadian formatted versions per Contract!



VERIFIED SPEC NOTE & SEAL

Now Available On The
VERIFIED™ Website

**3rd-Party Verification the
Section is "Tender Ready!"**
***Valid for 12 months**

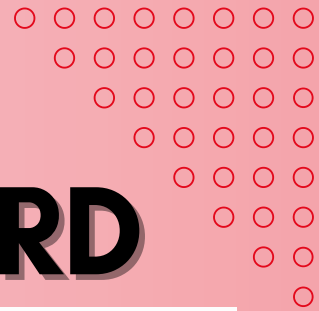
Below is an example of the V SPECS VERIFIED SPEC NOTE featured at the beginning of VERIFIED Sections:

V SPECS VERIFIED SPEC NOTE: The affixed digital V SPECS VERIFIED Seal indicates this Product Master Specification has been 3rd-Party Verified to meet guidelines published by North American Specification Associations, and signifies contents within the Section appear complete, and ready for Tender, once all edits and selections have been made, and SPEC NOTES have been removed.

V SPECS VERIFIED SPEC NOTE: This Section has been scored against "Industry Standard Practices", using V SPECS proprietary 35pt Inspection and Scoring Methodology within its Product Master Specification Report Card.

V SPECS VERIFIED Seal is Valid for 12 months beginning: September 1, 2025










VERIFIED REPORT CARD

Do you have an existing Product Section that **REQUIRES** a Review?

- 
 VERIFIED Report Cards provide a *35pt Inspection* on existing product master Sections!
- 
Easily identifies deficiencies that obstruct your Sections use on Commercial Tenders!
- 
Proprietary Scoring Methodology - Reviewed Against "Industry Standard Practices"

Below Standard	Nearing Standard	Meeting Standard	Exceeding Standard	N/A
				

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- 
 Sections affixed with a V SPECS VERIFIED Seal are enrolled in the VERIFIED Annual Maintenance Partner Program.



Now Available On The
VERIFIED™ Website



PARTNER PORTAL

Dedicated Partner Portal Access Per VERIFIED Section

- Available on your desktop or mobile devices.
- Live tracking of Section progress and deliverables.
- 24 hour access to shared files and VERIFIED Sections.

One “Technical Liaison” is assigned to each Section



Task Name	Task #	Status	Description	Due Date	Assigned To	Assigned (Role)
Discovery Call / Intro Discussion	TASK #1	Completed	Meeting of the Minds with V SPECS.	6/16/2025	Mark Clemmensen, RSW	Spec Writer
Quotation Provided / Executed	TASK #2	Completed	The Spec Writer (V SPECS) provides a quotation for services outlined within the attached file for execution by the Manufacturer (Client).	6/23/2025	CONTACT NAME	Technical Liaison
VERIFIED Kick-Off Meeting	TASK #3	In Progress	Answer Kick-off meeting questionnaire and discuss Information Request Checklist.	7/15/2025	Mark Clemmensen, RSW CONTACT NAME	Spec Writer Technical Liaison
Information Gathering / Sample Specifications	TASK #4	On Going	Technical Liaison (Client Rep) gathers and provides technical info to the Spec Writer.	7/18/2025	CONTACT NAME	
1st Draft Section (To Client)	TASK #5	Not Started	Spec Writer collects technical information and drafts the Master Section for 1st Draft Review.	7/18/2025	Mark Clemmensen,	
1st Draft Review Comments	TASK #6	Not Started	The Technical Liaison (Client Rep) provides comments to the Spec Writer for incorporation into the Master Section. *30min Comment Review Meeting is scheduled to discuss comments within 24 hours.	7/21/2025	CONTACT NAME	
2nd Draft Section (To Client)	TASK #7	Not Started	Spec Writer processes all comments and provides the Master Section for 2nd Draft Review.	7/23/2025	Mark Clemmensen,	
2nd Draft Review Comments	TASK #8	Not Started	The Technical Liaison (Client Rep) provides comments to the Spec Writer for incorporation into the Master Section (Final). *15min Comment Review Meeting is scheduled to discuss comments within 24 hours.	7/28/2025	CONTACT NAME	


Desktop View

Mobile View

VERIFEID SECTIONS WEBSITE

WWW.VSPECS.CA/VERIFIED-WEBSITE

VERIFIED™
SECTION LIBRARY





Ready-to-Go Product Specs —
VERIFIED and Downloadable.

Our growing library of VERIFIED™ 3-Part Specs
lets architects download high-quality sections
that are clear, current, and coordination-friendly.
Search by Division, Product Type, or
VERIFIED Score.

Apply to Join VERIFIED™

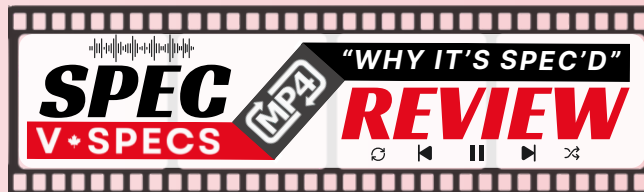
Browse VERIFIED™ Library

Download VERIFIED Sections
in both **Canadian (CAN)** &
American (USA) formatting.



MP4 Section Reviews

Written & Narrated by the Founder of V+SPECS.



Section 07 16 33 Enzyme Modified Subsurface Waterproofing

SPECIFICATION REVIEW

Presented By:
Mark Clemmensen, RSW
Founder - V+SPECS

V+SPECS

1.10 → WARRANTY


ALCHEMCO-SPEC-NOTE: Edit the following paragraph to make the required selections and remove square brackets indicated below.

- .1 → Provide extended warranties in accordance with {Division 01} [Section 01-78-36]
- .2 → Manufacturer's Material Warranty: Provide a manufacturer's Limited Liability Material Warranty, executed by the authorized company official. The warranty shall commence upon successful completion of Manufacturer's project inspection and the Date of Substantial Completion.
- .3 → Labour Warranty: Manufacturer warrants, inclusive of contractor's labour, that upon completion of the work, surfaces treated with waterproofing agent and required detail products, will remain free of water leakage resulting from defective workmanship.

ALCHEMCO-SPEC-NOTE: The manufacturer offers a standard twenty (20) warranty. Extended warranties up to thirty (30) years can be selected, if required, at additional expense.

ALCHEMCO-SPEC-NOTE: Select one of the following warranty options below and delete the warranty option not required. Caulking and Flashing Warranty is required on all Projects.

WWW.VSPECS.CA/VERIFIED-WEBSITE




Now Available On The
VERIFIED™ Website



Speaker
Pictured

ANNUAL MAINTENANCE

✓ Updates VERIFIED Master Sections
Every 12 Months!



- ➊ Add new products, update accessories, revise testing standards; All included within annual maintenance updates.
- ➋ *Never have an "outdated" Section Ever Again!*
- ➌ Maintain the  **VERIFIED Seal** ←
 - 3rd-Party Validation the Industry Trusts!
 - Relevant, Trusted and Utilized;
 - *Quality VERIFIED Yearly!*

Let's Break the SPEC  NADO



Internal (Client) Benefits

(Building Product Manufacturers)



**VERIFIED Report Card
with 35pt Inspection**



**VERIFIED Website Listing
& Partner Portal Access**

PREFACE SPEC NOTE

**Section-Customized
PREFACE SPEC NOTES**



**Annual Maintenance
Partner Program**



**New-2-Sales Training
Videos & Handbooks**

External (Industry) Benefits

(The Design Community)



**User-Friendly, 3-Part
Product Master Sections**



**V+SPECS VERIFIED
SPEC NOTE & Seal**



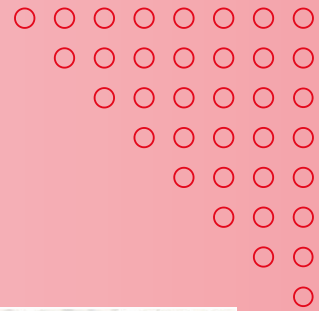
**Colour-Coded
SPEC NOTES**



MP4 Section Reviews



**The SPEC-TATOR E-Blast
with Partner Showcase**



THE SPEC TATOR

Monthly communication to
VERIFIED Partners, Architects,
Consultants, and Spec Writers.

Featuring
One:



PRODUCT
Showcase

Every
Issue.

Content that Keeps the Industry Connected:

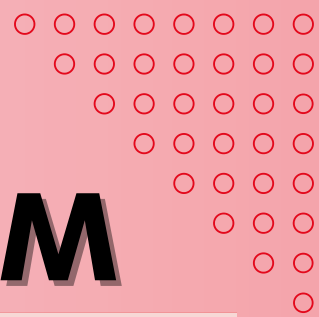
- ✔ **#VSPECSonTheMove** (Industry Events);
- ✔ Spec-Assist with Tips & Tricks;
- ✔ New VERIFIED Sections for download;
- ✔ Ask-an-RSW - Q&A Forum;
- ✔ SPEC SHORTS Monthly Recap.



#VSPECSonTheMove



COURSE CURRICULUM



New - 2 - Sales
TRAINING VIDEOS



Watch
Samples

Mark Clemmensen

Founder - RSW
mark@vspeccs.ca



Melissa Clemmensen

Owner - Executive Coach
melissa@vspeccs.ca

Volume 1

Teaching you
how to sell to me

Volume 2

Communicating
with Purpose

Volume 3

NLP-in-
Action!

OVER **7** HOURS OF CONTENT & **250** QUIZ QUESTIONS

Sell with Clarity | Speak with Confidence | Influence the Spec

WWW.NEW2SALES.TALENTLMS.COM/PLUS