



Parkway Levels Up Precon with **Join** and **1,500 Projects**

Texas-based GC doubles down on Join Benchmarking to access valuable historical data

Challenge:

Parkway Construction and Architecture's projects—and the preconstruction process to support them—had become orders of magnitude more complex.

Solution:

Strengthen the firm's preconstruction department and onboard Join Benchmarking to:

- ▶ Centralize data
- ▶ Reduce risk
- ▶ Improve transparency

Impact:

With Join Benchmarking, Parkway now has a solid win strategy for putting its historical data to work.

“Let's get this right and make sure that the cost and all the decisions are really thought through and in depth **so we can do this one time and do it really well for the owner.**”

Mark Lundell,
Sr. Director of
Preconstruction

CONSTRUCTION • ARCHITECTURE
PARKWAY





OVERVIEW

“We have to fix this. **We cannot do this again.**”

That was Sr. Director of Preconstruction Mark Lundell’s reaction early in 2024 after watching a VP spend three painful weeks recreating an estimate from scratch for an audit. The issue? There was no system for tracking or retrieving historical cost decisions.

Parkway Construction and Architecture had just begun using Join to help centralize preconstruction decisions and improve collaboration. But witnessing that VP’s struggle made something else clear to Lundell: that access to historical data was just as (or even more) critical.

That realization prompted a shift in strategy. Lundell and his team quickly doubled down on **Join Benchmarking**, tapping into a powerful archive of 1,500+ projects to drive more confident, faster decisions—and truly level up their preconstruction game.

CHALLENGE

Parkway was built for speed, scale, and simplicity. For over 40 years, the Texas-based GC had successfully delivered thousands of projects—many straightforward, repeatable builds like restaurants and retail.

But in recent years, Parkway began taking on more complex, high-stakes projects, including temples for The Church of Jesus Christ of Latter-day Saints, which demanded a new level of detail and accountability during preconstruction.

Despite the shift in project type, Parkway’s systems hadn’t caught up. Cost data lived in Excel or in people’s heads. There was no standardized way to access past decisions or benchmark new ones. Preconstruction needed a full reset.

Parkway Construction and Architecture

Parkway Construction and Architecture is a national, integrated design-build firm with 43 years of experience. Currently ranked #219 on Engineering News-Record’s Top 400 Contractors list, their portfolio includes successful projects for clients that include General Atomics, The Church of Jesus Christ of Latter-day Saints, Choice Hotels, Raising Cane’s, Public Storage, Sonic Automotive, and Chuck E. Cheese.

More than 40% of Parkway’s projects utilize design-build project delivery, which integrates the expertise of the designer, contractor, subcontractors, and other stakeholders from the outset. This collaborative, parallel-process approach compresses schedules, promotes quality and efficiency, minimizes rework, ensures complete documentation at critical milestones, and allows permitting and pricing activities to progress simultaneously.

SOLUTION

1 Phase One: Strengthening the Preconstruction Department by Onboarding Join

Lundell was brought in to bolster the firm's preconstruction department. Along with other key players, he searched for tools that could centralize data, reduce risk, and improve transparency.

After seeing a demo, the team selected Join—the leading collaborative preconstruction platform—for its visibility, decision-tracking, and ease of use.

The first project out of the gate was for Pollo Campero, a fast-food chain with a new store prototype. “We wouldn’t normally use Join for a \$2M restaurant,” Lundell says. “But being a prototype, and a prototype that gets replicated 100 times—if you make one small mistake 100 times, it becomes a big mistake.

We said, ‘Let’s get this right and make sure that the cost and all the decisions are really thought through and in depth so we can do this one time and do it really well for the owner.’”

Early feedback was glowing. Says Preconstruction Manager Jake Bloom: “The owner loved it. And our design manager kept emailing everybody, including our senior architect, saying, ‘You guys have to see this new program that precon is using. It’s amazing.’”

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Jake Bloom,
Preconstruction
Manager



Join

Benchmarking / Reports / Project Comparisons

New Project Comparison Report : Saved

Show Charts ☐

Share

Report



Select categorizations

Start a comparison average

Display Settings

Markups separated

Project Information

Location

Project Type

Project Status

Milestone

Metrics

Gross Square Feet (GSF)

Escalation

Location Factor Atlanta, GA, USA

Time Factor 2025 Q1

Future Time Factor

> Costs

New Restaurant Location

Project Information

Location

Project Type

Project Status

Milestone

Metrics 3,000 GSF

3,000 GSF

Escalation

Location Factor

Time Factor

Future Time Factor

Costs \$699.21/GSF

\$2,097,641.81 \$699.21 100%

Create Estimate



Cafe - Bldg Only - Prototype

Project Information

Lewisville, TX, USA

Restaurant

Test Project

VE Cost Baseline

Metrics 2,564 GSF

2,564 GSF

Escalation

Denton, TX, USA 8.131%

11/08/2024 -0.169%

2%

Costs \$620.26/GSF

\$1,590,339.80 \$620.26 100%

Include in the average



02-451 Restaurant

Project Information

Orlando, FL, USA

Restaurant

Lost

GMP Estimate

Metrics 3,544 GSF

3,544 GSF

Escalation

Orlando, FL, USA 0%

07/19/2024 0.339%

2%

Costs \$663.83/GSF

\$2,352,623.09 \$663.83 100%

Include in the average



02-368 Plaza Pizzeria

Project Information

Tampa, FL, USA

Restaurant

Completed

GMP Estimate

Metrics 2,760 GSF

2,760 GSF

Escalation

Tampa, FL, USA 3.244%

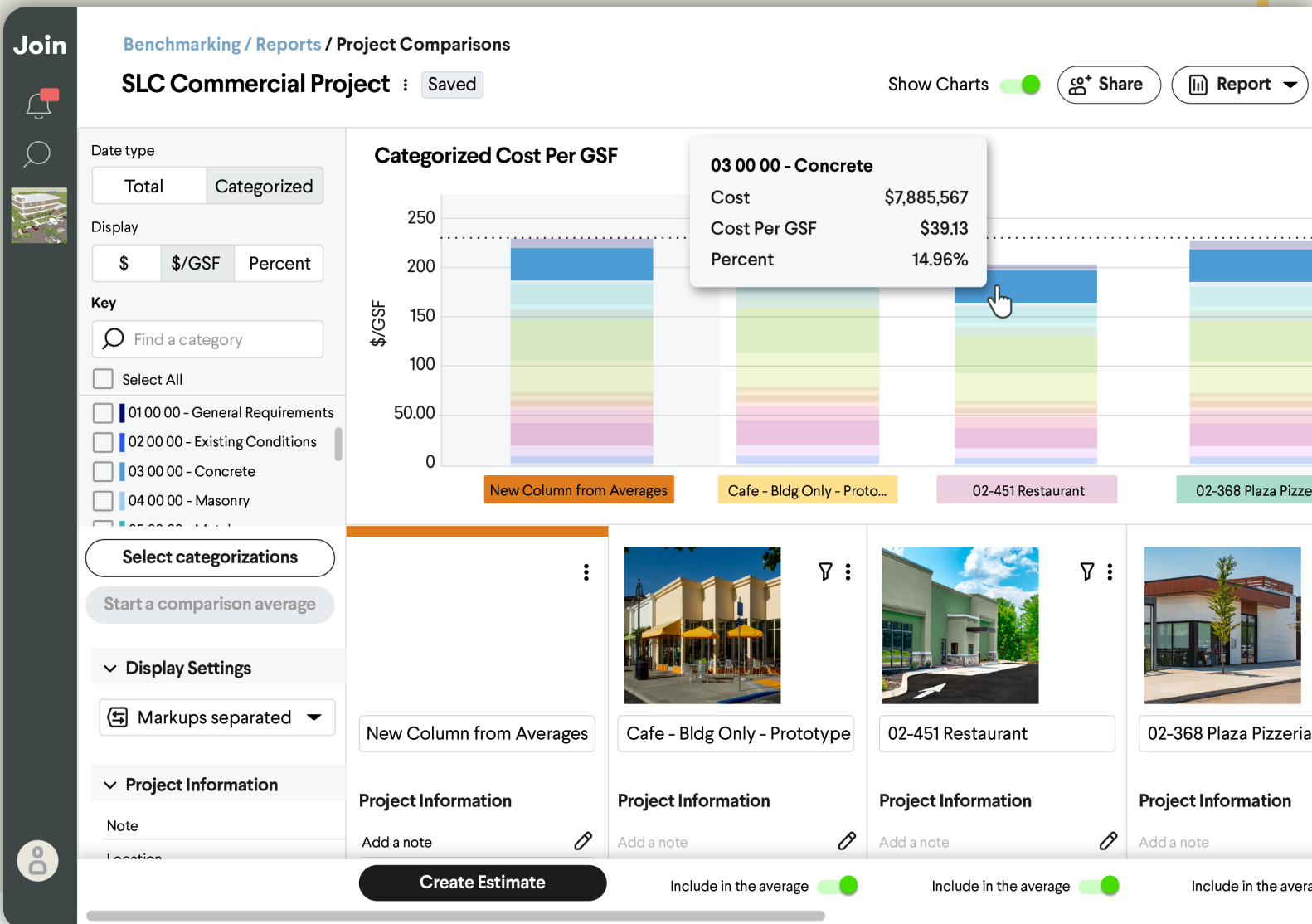
06/06/2024 0.102%

2%

Costs \$564.03/GSF

\$1,556,721.73 \$564.03 100%

Include in the average



2 Turning Point: Discovering Join Benchmarking

While Join helped align project teams and increase team clarity, the game-changer was something unexpected: **Benchmarking**.

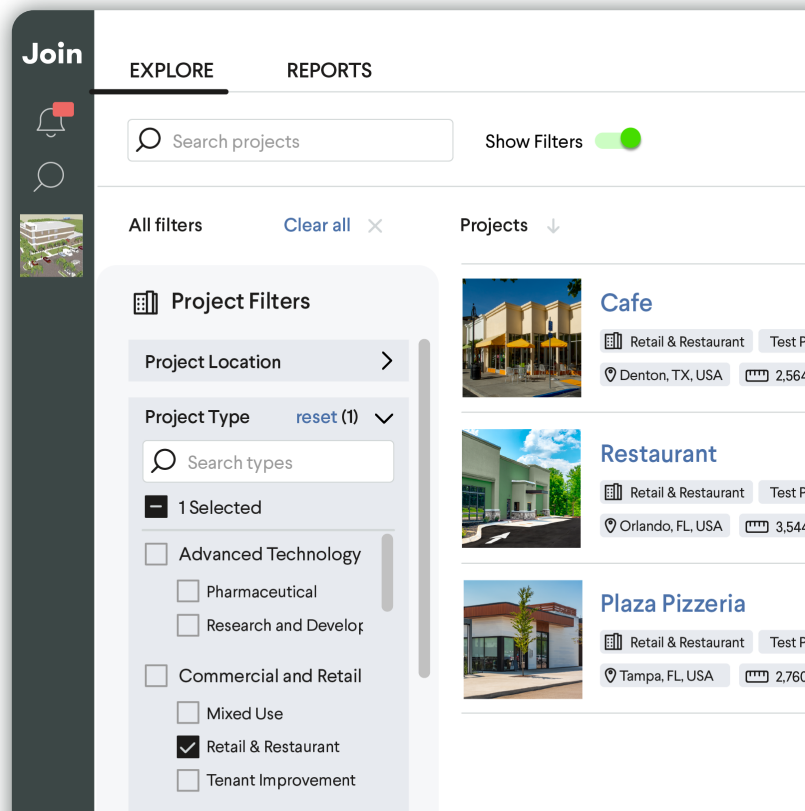
“Benchmarking was kind of an afterthought,” says Lundell. “But then it hit another initiative we’d created: to catalog data from a cost perspective.”

Benchmarking allowed the team to pull real cost data from over 1,500 past projects. It addressed their most painful bottleneck—accessing historical decisions—and helped them create standardized systems for tracking valuable cost data and later putting it to good use.

3 The Pivot: Benchmarking Becomes Core to Precon Strategy

Once leadership saw Benchmarking in action—especially the VP who'd spent weeks digging through old estimates—it became clear: this wasn't just a nice-to-have. It was essential.

That same VP backed the investment in Join across business units, helping catalyze firm-wide adoption. Benchmarking became Parkway's "single source of truth" for estimating and cost guidance.



Lessons Learned from Early Adoption

Parkway Construction was one of the first GCs to go all in on Benchmarking. As an early adopter, the firm applied early lessons learned and standardized its process for inputting historical projects.

Preconstruction Manager Jake Bloom recommends the following to those new to Benchmarking:



Create Company Standards

"Set up company standards that encompass your entire portfolio. Create your templates and categorizations however best you assess your project information; if it's by delivery type, structure type, market segment—whatever that is—make sure it's clear and set up early."



Leverage Join Organizations

"From there, structure and really broaden your organizations so that your breakdown of information is as detailed and as elaborate as possible so that if at any point during your process you need to break out data in some specific way, or you need to find a project with specific criteria, it's already set up."



Utilize Custom Upload Templates

"A win from the start was setting up a company Excel upload template. We built out the template so that we could easily transition info into Join, while also maintaining confidential information and confidential formulas. With this template, Join can easily take our info and populate an estimate."

"We're learning as we go," adds Lundell. "But the power of Benchmarking is undeniable."

“With Join Benchmarking, we can repurpose company expertise—data, best practices, standards, lessons learned—in a way that’s visible and valuable.”



Jake Bloom,
Preconstruction Manager

IMPACT

With Join Benchmarking, Parkway can now:

- ▶ Instantly tap into cost data across 1,500+ projects
- ▶ Support design and estimating decisions with real-time evidence
- ▶ Retain institutional knowledge even when staff turnover occurs
- ▶ Benchmark new projects against real, relevant history

“With Join Benchmarking, we can repurpose company expertise—data, best practices, standards, lessons learned—in a way that’s visible and valuable,” says Bloom.

Preconstruction at Parkway is no longer just about getting to a number. It’s about using technology and historical intelligence to inform smarter, faster decisions—and positioning the firm to win and execute highly complex work with confidence.

Let’s build something remarkable.
Together.



 [Book time with us](#)

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