

# TRUE COST OF BAD CONTENT



## GOOD CONTENT

Easy to find,  
Place; quick to document,  
Schedule, coordinate

**Time Cost to Firm:**  
2 mins

**End Result:**  
Successfully document content

**Billable Cost to Firm\*:**  
Place Good Piece:  
**\$3.40**



## BAD CONTENT

Hard to find, near impossible to place;  
does not document, schedule or coordinate  
correctly and is a hidden time bomb!

**Time Cost to Firm:**  
20 mins

**End Results:**  
Crashed Revit project downtime 3 hours x 10  
users

**Billable Cost to Firm\*:**  
Place: \$33.80 + Crash: \$3,036.50 +  
Project Fix: \$300.00 + Place Good Piece: \$3.40  
**\$3,373.70**

*\*Billable cost assumes \$200,000 per annual Full Time Employee.*

**Mismanaged BIM Content Impedes Efficiency and Impacts the Bottom Line**