

**Follow these steps**

- 1. Instructions**
- 2. Company Summary**
- 3. Profile Tab**
- 4. Projects Tab**

## 1. Instructions

- How to navigate** Follow the steps on the left. You may complete them in any order.
- Uploading images** We specify dimensions and file sizes for all images. Larger images will be re-sized automatically, and image quality may suffer. We recommend sizing the images to the specified dimensions before uploading.
- Turn off pop-up blockers** To see your preview, you'll need to turn off any pop-up blockers so that the preview can open in a new window.
- What to do if you get stuck** Click on the "Contact us" link at the bottom of this page. We'll be happy to help.

[Next >](#)

### Create your Listing

1. Instructions

2. Company Summary

Company Snapshot

Contact & location information

3. Profile Tab

4. Projects Tab

## 2. Company Summary

The screenshot shows a search results page for 'Architects'. On the left, there are sections for 'For consumers' and 'For professionals' with links like 'The Big Picture', 'Why clean & green?', and 'How it works'. Below these are search filters for 'Keywords', 'Location' (Massachusetts, Greater Boston), 'Category' (Architects), and 'Listings' (-All Listings -). A 'Search' button is at the bottom of the filters. The main content area shows '00 matches 1-15 displayed' and a table with columns for 'Portfolio Listing: Firm Name', 'City, State', and 'Bevings'. A 'View Portfolio' button is visible next to the first result. A 'Contact now' button is also present.

**Your Company Summary appears on the search results pages.**

It includes your company name, business categories, a brief company description and location information.

Publish now

Save & finish later

Next >

## 2. Company Summary

Enhanced Profile Listing

### Create your listing

1. Instructions

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### Preview your Summary

View 

## Company snapshot

required\*

HEADLINE

Company name\*

Company headline

This will appear as a brief description on the search results page.

Max: 200 characters

Character count: 000

HEADLINE IMAGE

BUSINESS CATEGORIES

Publish now

Save & finish later

Next >



## 2. Company Summary

Enhanced Profile Listing

### Create your listing

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### Preview your Summary

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## Company snapshot

HEADLINE

HEADLINE IMAGE

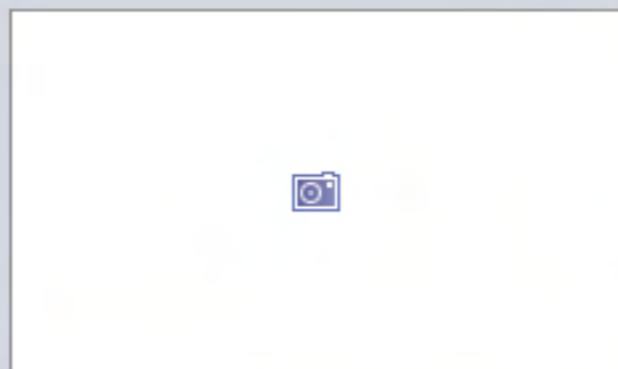
Select an image to appear next to your company name and headline.

Images:

- 000(h) x 000(w) pixels maximum
- Formats: .gif or .jpg
- 00 KB maximum.

Larger files will be compressed, image quality may be effected.

To replace or delete: mouse over full-size image.



Options



Replace

Delete

Choose image

BUSINESS CATEGORIES

Publish now

Save & finish later

Next >

## 2. Company Summary

Enhanced Project Listing

### Create your Listing

1. Instructions

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### Preview your Summary

View 

## Company snapshot

HEADLINE

HEADLINE IMAGE

BUSINESS CATEGORIES

**Select categories.**  
**Check all that apply.**  
Your company will appear  
in the search results for all  
selected.

- Architects
- Designers
- Builders
- Remodeling contractors
- Clean & green building consultants
- Interior designers
- Landscape architects & designers
- Renewable energy specialists
- Home performance contractors
- Energy auditors
- HVAC & plumbing
- Electricians

Publish now

Save & finish later

Next >



## 2. Company Summary

Enhanced Profile Listing

### Create your Listing

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### Preview your Summary

View 

## Contact & location

NAME & EMAIL

**Listing mangement contact**

first name

last name

**Email address**

name@gmail.com

**Consumer inquiries contact**

first name

last name

**Email address**

name@gmail.com

Same as Listing contact. Name will only appear on contact form.

**Professional partner inquiries contact**

first name

last name

**Email address**

name@gmail.com

Same as Listing contact. Name will only appear on contact form.

PHONE & WEBSITE

BUSINESS LOCATION

REGIONS SERVED

[Publish now](#)

[Save & finish later](#)

[Next >](#)

## 2. Company Summary

Enhanced Profile Listing

### Create your Listing

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### Preview your Summary

View 

## Contact & location

NAME & EMAIL

PHONE & WEBSITE

Primary phone

xxx-xxx-xxxx

Secondary phone

xxx-xxx-xxxx

Website

www.company name

BUSINESS LOCATION

REGIONS SERVED

Publish now

Save & finish later

Next >

## 2. Company Summary

Enhanced Profile Listing

### Create your listing

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### Preview your Summary

View 

## Contact & location

required\*


CONTACT

BUSINESS LOCATION

Street\*

City\*

State\*

- Select one - 

Zip\*

XXXXX-XXXX

REGIONS SERVED

Publish now

Save & finish later

Next >



## 2. Company Summary

Enhanced Profile Listing

### Create your listing

1. Instructions

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### Preview your Summary

View 

## Contact & location

CONTACT

BUSINESS LOCATION

REGIONS SERVED

Describe your service area

Metro areas

Choose up to 6 metro areas from any states.

When people search on your selected metro area(s), your business will appear in search results.

To select:

Highlight items and drag to right.

- ▶ Alabama
- ▶ Alaska
- ▶ Arizona
- ▶ Arkansas
- ▼ California
  - metro area 1
  - metro area 2
  - metro area 3
  - metro area 4
  - metro area 5
  - metro area 6
- ▶ Colorado
- ▶ Connecticut
- ▶ Delaware

To delete:

Highlight items and hit delete key.

- California
  - metro area 1
  - metro area 3

Publish now

Save & finish later

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### Enhanced Project Listing

- Create your Listing**
- 1. Instructions
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  - 3. Profile Tab**
    - About your company
    - Clean & green focus
    - At a glance
    - Partners
    - Brands
  - 4. Projects Tab

## 3. Profile Tab

The Beam > Clean & Green Home Professionals Directory > Pugh & Scarpa

**Company Name**  
Santa Monica, California

Profile | Portfolio | Request information | Contact now

**Service area**  
California, Arizona, Oregon

**Firm size**  
1-10

**Established**  
1995

**Principals**  
Gaynor Pugh  
Lawrence Scarpa

**Services offered**  
Plan/design  
Install/replace  
Audit/analyze

**Preferred project types**  
New construction  
Renovation/renovated  
Historic preservation

**Professional affiliations**  
American Institute of Architects (AIA)  
US Green Building Council (USGBC)  
\*Clean and/or green focus

**Awards**  
Recent honors from

**Company description**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy aenean tempus invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**Clean & green focus**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy aenean tempus invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

**Experience**  
6-18 Completed projects  
3 Years practicing  
2 LEED Accredited Professionals employed

**Certifications or equivalent education**  
LEED Accredited Professional  
CFSD Certified Professional Building Designer

**Specializations**  
Building design  
Master planning  
Windows and doors

**Clean & green partners**  
**Builders**  
Forest Poorman, Above Board Construction  
Santa Monica, CA

**Clean/green building consultants**  
John Ingersoll, P.E., Ph.D.  
Los Angeles, CA

**Brands we recommend**  
**Appliances**  
New Star  
Lorem ipsum dolor sit

**Countertops**  
Hiram and partners  
East collections

Request information from this professional  
Contact now

2025 Michigan Ave, #1  
Santa Monica, CA 90404  
(310) 828-0226  
www.pugh-scarpa.com

Thank you for using The Beam! Contact us now to receive a discount on your first job.

**Your Profile is where people arrive when they click on your company name from a search results page.**

It includes a wealth of information about your company, your clean & green focus, the partners with whom you work, brands you recommend and/or install, and other information to present your credentials and qualifications to potential clients and partners.

- Publish now
- Save & finish later
- Next >



### 3. Profile Tab

Enhanced Profile Listing

Create your listing

- 1. Instructions
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- About your company**
- Clean & green focus
- At a glance
- Partners
- Brands

4. Projects Tab

## About your company

LOGO

**Select a logo image.**  
It will appear next to your company name.

- Images:
- 000(h) x 000(w) pixels maximum
  - Formats: .gif or .jpg
  - 00 KB maximum.
- Larger files will be compressed, image quality may be effected.

filename.jpg



**Options** ▾

- Replace
- Delete

**Choose image**

To replace or delete: mouse over full-size image.

Preview your Profile [View](#)



DESCRIPTION

IMAGE

**Publish now** **Save & finish later** **Next >**



### 3. Profile Tab

Enhanced Profile Listing

#### Create your listing

1. Instructions

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About your company

Clean & green focus

At a glance

Partners

Brands

4. Projects Tab

## About your company

LOGO

DESCRIPTION

**Describe your firm's core business and differentiators.**

Max: 500 characters

Character count: 000

IMAGE

[Publish now](#)

[Save & finish later](#)

[Next >](#)

#### Preview your Profile

View



### 3. Profile Tab

Enhanced Profile Listing

#### Create your listing

- 1. Instructions
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  - About your company**
  - Clean & green focus
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  - Partners
  - Brands
4. Projects Tab

## About your company

LOGO

DESCRIPTION

IMAGE

**Select an image.**  
To help people put a face on your business, consider selecting a picture of your firm's principal(s).

- Images:
- 000(h) x 000(w) pixels maximum
  - Formats: .gif or .jpg
  - 00 KB maximum.
- Larger files will be compressed, image quality may be effected.



Options ▾  
Replace  
Delete

Choose image

To replace or delete: mouse over full-size image.

Publish now

Save & finish later

Next >

#### Preview your Profile

View





### 3. Profile Tab

Enhanced Project Listing

#### Create your Listing

1. Instructions

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About your company

Clean & green focus

At a glance

Partners

Brands

4. Projects Tab

## Clean & green focus

PHILOSOPHY

**Describe your perspective and commitment to sustainable building practices.**

Max: 500 characters

Character count: 000

EXPERIENCE

CERTIFICATIONS

SPECIALIZATIONS

Publish now

Save & finish later

Next >

#### Preview your Profile

View

The preview shows a profile page for a company named 'Company Name'. It features a navigation menu on the left with sections like 'Service area', 'About us', 'Partners', 'Brands', 'Experience', 'Certifications', and 'Specializations'. The main content area includes a 'Clean & green focus' section with a text area and a 'Partners' section with a list of partners. The page is styled with a blue header and a light green background.



### 3. Profile Tab

Enhanced Profile Listing

#### Create your listing

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About your company

Clean & green focus


At a glance

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#### Preview your Profile

View 



## Clean & green focus

PHILOSOPHY


EXPERIENCE

Choose from menus.

Number of clean & green projects completed

- Select one - 

Years in sustainable building

- Select one - 

LEED accredited professionals on staff


- Select one - 

CERTIFICATIONS

SPECIALIZATIONS

Publish now

Save & finish later

Next 





### 3. Profile Tab

**Create your listing**

1. Instructions
2. Company Summary
3. Profile Tab
  - About your company
  - Clean & green focus**
  - At a glance
  - Partners
  - Brands
4. Projects Tab

## Clean & green focus

- PHILOSOPHY
- EXPERIENCE
- CERTIFICATIONS
- SPECIALIZATIONS**

**Identify the specializations that make your company's work clean & green.**

Not sure what something means?  
Check the [Glossary](#) >

**To select:**  
Highlight items and drag to right.

- ▶ Managing CE Projects
- ▶ Project planning/design
- ▼ Building analysis
- LEED Certification
- Building systems analysis
- Daylighting analysis
- Electrical load analysis
- Energy efficiency analysis
- Forensic investigations
- Moisture dynamics
- Natural flows analysis
- Post-occupancy evaluation
- Energy modeling (resid.)
- Water consumption anal.

**To delete:**  
Highlight items and hit delete key.

- Building analysis
- LEED Certification
- Energy efficiency analysis

**Preview your Profile** View

**Publish now**

Save & finish later

**Next >**



### 3. Profile Tab

Enhanced Profile Listing

#### Create your listing

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About your company

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### At a glance

#### VITAL STATISTICS

Company size

Year established

Principal/partner name(s)

PREFERRED PROJECT TYPES

SERVICES OFFERED

PROFESSIONAL AFFILIATIONS

AWARDS

DISCOUNTS OFFERED

Publish now

Save & finish later

Next >

#### Preview your Profile Tab

View



### 3. Profile Tab

Enhanced Profile Listing

**Create your listing**

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  - About your company
  - Clean & green focus
  - At a glance**
  - Partners
  - Brands
- 4. Projects Tab

**Preview your Profile Tab** [View](#)



## At a glance

### VITAL STATISTICS

### PREFERRED PROJECT TYPES

**Identify the types of projects your company prefers to do.**  
Check all that apply.

- New construction
- Renovation/remodel
  - General
  - Kitchen
  - Bathroom
  - Patio/porch
  - Landscape
- Historic preservation
- I would like to display "References available upon request" on my profile.

**Add more project types.**  
If something is missing from the list above, add it here.

Add up to 3 project types, one per line

### SERVICES OFFERED

### PROFESSIONAL AFFILIATIONS

### AWARDS

### DISCOUNTS OFFERED

[Publish now](#) [Save & finish later](#) [Next >](#)



### 3. Profile Tab

Enhanced Profile Listing

**Create your listing**

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  - About your company
  - Clean & green focus
  - At a glance**
  - Partners
  - Brands
4. Projects Tab

**Preview your Profile Tab** [View](#)

The preview shows a sidebar with navigation links, a main content area with a company description, and a 'Request information' button.

## At a glance

- VITAL STATISTICS
- PREFERRED PROJECT TYPES
- SERVICES OFFERED

**Identify the services your company offers.**  
Check all that apply.

- Plan/design
- Facilitation/advocacy
- Integrated project consulting
- Design & build
- Construction/general consulting
- Install/replace
- Audit/analysis
- Maintain/service/repair
- Commissioning

**Add more services.**  
If something is missing from the list above, add it here.

Add up to 3 services, one per line

- PROFESSIONAL AFFILIATIONS
- AWARDS
- DISCOUNTS OFFERED

### 3. Profile Tab

Enhanced Profile Listing

#### Create your listing

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#### Preview your Profile Tab

View



### At a glance

VITAL STATISTICS

PREFERRED PROJECT TYPES

SERVICES OFFERED

PROFESSIONAL AFFILIATIONS

Identify your company's professional affiliations.

To select:

Highlight items and drag to right.

- ▶ Affiliation 1
- ▶ Affiliation 2
- ▼ Affiliation 3
- Organization 1
- Organization 2
- Organization 3
- ▶ Affiliation 4
- ▶ Affiliation 5

To delete:

Highlight items and hit delete key.

- Affiliation 3
- Organization 1

Add more affiliations.

If something is missing from the list above, add it here.

Add up to x brands, one per line

AWARDS

DISCOUNTS OFFERED

Publish now

Save & finish later

Next >



### 3. Profile Tab

Enhanced Profile Listing

#### Create your listing

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### At a glance

VITAL STATISTICS

PREFERRED PROJECT TYPES

SERVICES OFFERED

PROFESSIONAL AFFILIATIONS

AWARDS

List the awards or competitions your company has earned or won. Include any that recognize clean & green practices.

Add up to 7 awards, one per line

Year, award name

DISCOUNTS OFFERED

Publish now

Save & finish later

Next >

#### Preview your Profile Tab

View



### 3. Profile Tab

Enhanced Profile Listing

**Create your listing**

- 1. Instructions
- 2. Company Summary
- 3. Profile Tab**
  - About your company
  - Clean & green focus
  - At a glance**
  - Partners
  - Brands
- 4. Projects Tab

### At a glance

- VITAL STATISTICS
- PREFERRED PROJECT TYPES
- SERVICES OFFERED
- PROFESSIONAL AFFILIATIONS
- AWARDS
- DISCOUNTS OFFERED

**Edit the copy provided or write your own.**  
This text appears with the 'Request information: Contact now' button on your Profile.

Thank you for using The Beam! Contact us now and receive a discount on your first project.

Max: 100 characters Character count: 000

**Preview your Profile Tab** [View](#)



[Publish now](#)

[Save & finish later](#)

[Next >](#)



### 3. Profile Tab

Enhanced Project Listing

**Create your listing**

- 1. Instructions
- 2. Company Summary
- 3. Profile Tab**
  - About your company
  - Clean & green focus
  - At a glance
  - Partner Network**
  - Brands
- 4. Projects Tab

**Preview your Profile Tab** [View](#)



## Partner Network

**Clean & green design and building requires new kinds of teams to remain competitive in a changing consumer market.** No one professional typically has the expertise to provide all the services needed to achieve the growing demand for clean and green homes, which creates the need for integrated teams.

**To that end, we've created our Partner Network.** The Network allows professionals, developers, and all those that care about their homes to learn about the types of professionals you regularly collaborate with, and to demonstrate your knowledge and experience with clean & green building.

**Start now - the Network goes live in December!** Enter the names of partners you would like to have listed on your Profile. In December, we'll send them *email invitations* to join your network. When they accept, their company will appear on your Listing linked to theirs, and vice versa. If they don't have a Listing, they'll be offered a free Introductory Listing.

**To delete:**  
Select items & hit delete key.

**Company name**

**Contact name**

**Email**

Partner 1

Partner 2

**Add partner**

**Publish now** **Save & finish later** **Next >**

### 3. Profile Tab

Enhanced Profile Listing

**Create your listing**

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4. Projects Tab

**Preview your Profile Tab** [View](#)



## Brands

**If your company installs or recommends products, please select brand names from the list.**

**To select:**  
Highlight items and drag to right.

- ▶ Appliances
- ▶ HVAC
- ▼ Lighting
  - Brownlee Lighting
  - Cooper Lighting
  - Craftmade Lighting
  - Good Earth Lighting
  - Hunter Lighting Group
  - Lightolier
  - Lithonia Lighting
  - Progress Lighting
  - Seagull Lighting
- ▶ Plumbing
- ▶ Roof products
- ▶ Solar

**To delete:**  
Highlight items and hit delete key.

- Lighting
  - Brownlee Lighting
  - Hunter Lighting Group

**Add more brands.**  
If something is missing from the list above, add it here.

Add up to x brands, one per line

[Publish now](#) [Save & finish later](#) [Next >](#)



**Create your Listing**

- 1. Instructions
- 2. Company Summary
- 3. Profile
- 4. Portfolio Tab**

- Case Study 1
- Case Study 2
- Case Study 3
- Case Study 4

## 4. Portfolio Tab



**Your Portfolio is the place to present your work in the most fully-illustrated fashion. Two of the four projects you select should be clean & green.**

- Case Studies can include:
- a 1000 character project description
  - six images each with a 100 character caption
  - a 200 character client testimonial.

## 4. Portfolio Tab

Portfolio Listing

### Create your listing

- 1. Instructions
- 2. Company Summary
- 3. Profile
- 4. Portfolio Tab
- Case Study 1
- Case Study 2
- Case Study 3
- Case Study 4

### Preview your Portfolio Tab

View 

## Case Study 1

### PROJECT DESCRIPTION

**Project name**

**Location**

City, State, Country

**Description**

When describing projects, include awards or certifications. For example: if the project was LEED registered or certified, and if so, level of performance was achieved.

Max: 1000 characters

Character count: 0000

PROJECT IMAGES

CUSTOMER TESTIMONIAL

[Publish now](#)

[Save & finish later](#)

[Next >](#)



## 4. Portfolio Tab

Portfolio Listing

### Create your listing

- 1. Instructions
- 2. Company Summary
- 3. Profile
- 4. Portfolio Tab
- Case Study 1
- Case Study 2
- Case Study 3
- Case Study 4

### Preview your Portfolio Tab

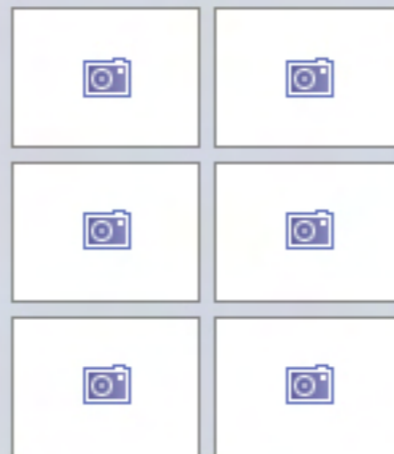
View 

## Case Study 1

PROJECT DESCRIPTION

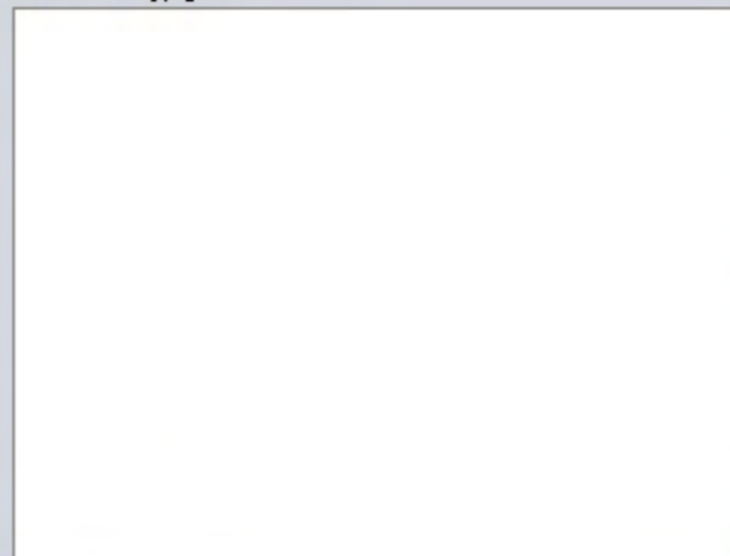
PROJECT IMAGES

Upload project images and enter captions.



To upload: click on thumbnail.  
To rearrange: drag thumbnail to new position.  
To replace or delete: mouse over full-size image.

filename.jpg



Images:

- 000(h) x 000(w) pixels maximum
- Formats: .gif or .jpg
- 00 KB maximum. Larger files will be compressed, image quality may be effected.

Options 

Replace  
Delete

Caption

Max: 100 characters

Character count: 000

CUSTOMER TESTIMONIAL

Publish now

Save & finish later

Next >

## 4. Portfolio Tab

Portfolio Listing

### Create your listing

- 1. Instructions
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- 3. Profile
- 4. Portfolio Tab
  - Case Study 1
  - Case Study 2
  - Case Study 3
  - Case Study 4

### Preview your Portfolio Tab

View 

## Customer Testimonial

PROJECT DESCRIPTION

PROJECT IMAGES

CUSTOMER TESTIMONIAL

**Enter text for your customer testimonial.**  
Do not include customer's name.

Max: 200 characters

Character count: 000

[Publish now](#)

[Save & finish later](#)

[Next >](#)