



How Tough Leaf Delivered 24 Bid Packages for JRM Construction — 10 Days Ahead of Schedule

\$94M project. 25% MWBE
requirement. 80 qualified firms.
Zero missed packages.



SOURCING CERTIFIED SUBS:

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One such project stood out for its scale and complexity: a \$94 million headquarters build-out for one of the world's largest financial institutions. The project carried a 25% diverse firm (MWBE) participation requirement — a meaningful threshold on a project of this size — and required JRM to source qualified subcontractors across 24 distinct bid packages.

Background: The Project

JRM Construction Management is one of the top general contracting and construction management firms in the United States, with a reputation for delivering complex commercial projects on time and on budget. JRM regularly collaborates with Tough Leaf to meet participation goals on their most important projects.

Challenges: Scale, Speed, Compliance

Sourcing certified subcontractors for a single bid package is time-consuming. Doing it across 24 packages — while vetting firms for insurance, safety record, licensing, and certification status — is an operational undertaking most estimating teams aren't staffed to handle without significant disruption to other work.

For JRM, the stakes were high. The client was one of the world's most prominent financial institutions, and meeting the 25% MWBE participation requirement wasn't optional. Every bid package needed to be covered, and every subcontractor needed to be verified before they could be presented to the client.

Doing this manually — researching directories, making cold calls, cross-referencing certification databases — would have consumed significant internal resources.

Solution: AI-Powered Sourcing at Scale

Tough Leaf's platform went to work across all 24 bid packages simultaneously. Using its database of 400,000+ small and certified subcontractors nationwide, Tough Leaf researched, vetted, and contacted local MWBE-certified firms — identifying candidates that met JRM's prequalification standards for each scope of work.

Rather than handing JRM a raw list of names, Tough Leaf delivered firms that were already screened: proper certifications confirmed, insurance requirements met, and scopes of work aligned. JRM's estimating team could focus on the technical work of evaluating bids, not the administrative burden of finding and filtering candidates.

Tough Leaf also managed outreach directly, ensuring subcontractors were aware of the opportunity and ready to engage — averaging three qualified firms per bid package across all 24 packages.

Results:

100% Success Rate, Delivered Early

Tough Leaf identified 80 MWBE-certified firms across 24 bid packages — an average of 3 firms per package — and delivered a comprehensive participation report 10 days ahead of schedule.

Every package was covered. Every firm was verified. JRM met its 25% MWBE participation requirement in full.

JRM Senior Estimator Sachin Bhide estimated this would have taken two full-time staff members an entire month, and it was completed in a week.

Results Snapshot

- **\$94M** — Project value
- **25%** — MWBE participation requirement
- **24** — Bid packages sourced
- **80** — MWBE firms identified and vetted
- **3** — Average qualified firms per package
- **10 days** — Delivered ahead of schedule
- **100%** — Package success rate

// This would have taken us 2 people for a month — we received the necessary info in a week.”

— Sachin Bhide, Senior Estimator, JRM Construction Management

Growing The Partnership

JRM's collaboration with Tough Leaf reflects a broader shift in how leading general contractors approach certified subcontractor sourcing. Rather than absorbing the burden internally or accepting incomplete outreach, firms like JRM are partnering with Tough Leaf to ensure compliance is handled systematically — without pulling estimators off higher-value work.

As projects grow in scale and participation requirements become more rigorous, having a reliable sourcing partner isn't just a convenience. It's a competitive advantage.

About JRM Construction Management

JRM Construction Management is a premier commercial general contracting and construction management firm operating across the United States. Known for delivering complex, high-profile projects, JRM works with leading financial institutions, media companies, law firms, and technology organizations.

About Tough Leaf

Tough Leaf helps construction companies find qualified vendors and manage compliance requirements through our certified subcontractor network and industry expertise. Our platform automatically matches vendors to your project requirements while navigating federal, state, and local compliance standards. Clients see an average of 3.5x more competitive bids — reducing procurement time while improving project pricing and win rate.