

# AEC proposal cover letter template

A step-by-step template to craft a winning cover letter for any proposal + a sample cover letter.



**Company Proposal**  
[Company letterhead]

[Date]  
[Client Name and Title]  
[Client Company Name]  
[Client Address]  
[City, State ZIP]

[Reference/subject line]

Dear [Client Name],

**Opening:**  
Open with a powerful, client-focused sentence that addresses their specific challenge or opportunity. Try to refer to a recent conversation.

- **Start with a powerful opening sentence:** Mirror the RFP and show you understand their specific needs.
- **Include a brief company introduction:** Write 1-2 sentences who you are and your mission/specialization relevant to the client.

**The client's problem:**  
Demonstrate a deep understanding of their problem in the RFP. Show that you "get it."

- **State the client's specific challenges,** goals, and words. Common challenges include tight schedule restrictions, and jobsite safety.
- **Demonstrate that you understand the nuances** of their needs. Consider why they're experiencing the problem and the consequences the client faces if they're not resolved with the client.

**Your solution:**  
Present your solution while still centering the client's needs when possible.

- **Present your approach/solution.** Make sure you can do to address the client's needs. Consider:
  - What you'll accomplish for the client
  - What makes your solution unique compared to others
  - The details of how your solution specifically addresses their needs
- Is your client working with a tight schedule, and you have a 100% on-time delivery record, or a proprietary scheduling solution? Mention it.
- Consider including a **quantifiable benefit or outcome** that they can expect.

**Establish credibility:**  
Establish your credibility with 1-2 highly relevant project examples. Be specific and show why you're uniquely qualified for THIS project.

- **Reference 1-2 directly relevant past projects** that demonstrate your capability for their specific needs, including specific metrics, outcomes, or client quotes.
- Emphasize **what makes your team/firm uniquely qualified** for THIS opportunity.

**Closing:**  
Thank the client, invite discussion, encourage them to review the full proposal, and provide clear next steps.

- **Thank them** for the opportunity to submit.
- **Express your excitement** to work on the project.
- **State next steps** for follow-up. For example, invite them to discuss the proposal further and provide availability/contact method.

Sincerely,  
[Signature]  
[Name]  
[Title]  
[Direct Phone]  
[Email Address]

## General tips:

- **Keep it short.** The final letter should be one page, and each paragraph should be concise and focused.
- **Center the client.** Focus on what your client wants and needs more than what your firm provides. Use "you/your" more than "we/our".
- **Mirror the RFP.** Use the client's language from the RFP throughout your letter. This builds intrinsic trust and familiarity.
- **Always review.** Have the appropriate senior team member sign the cover letter.

[Company letterhead]

[Date]

[Client Name and Title]

[Client Company Name]

[Client Address]

[City, State ZIP]

[Reference/subject line]

Dear [Client Name],

## Opening:

Open with a powerful, client-focused sentence that demonstrates you understand their specific challenge or opportunity. Try to reference something from the RFP or a recent conversation.

- **Start with a powerful opening sentence:** Mirror the client's language from the RFP and show you understand their specific goals and challenges.
- **Include a brief company introduction:** Write 1-2 sentences about who you are and your mission/specialization relevant to *this* project.

## The client's problem:

Demonstrate a deep understanding of their problem. Use the exact language they use in the RFP. Show that you 'get it.'

- **State the client's specific challenges,** goals, and/or opportunities in their words. Common challenges include tight schedules and budgets, site restrictions, and jobsite safety.
- **Demonstrate that you understand the nuances** and implications of their needs. Consider why they're experiencing these challenges and the consequences the client faces if they're not dealt with properly. Empathize with the client.

## Your solution:

Present your solution while still centering the client's needs. Be specific and quantify benefits when possible.

- **Present your approach/solution.** Make sure to highlight what you can do to address the client's needs. Consider:
  - What you'll accomplish for the client in a big-picture sense.
  - What makes your solution unique compared to competitors.
  - The details of how your solution specifically meets the client's needs. Is your client working with a tight schedule, and you have a 100% on-time delivery record, or a proprietary scheduling solution? Mention it.
- Consider including a **quantifiable benefit or outcome** that they can expect.

## Establish credibility:

Establish your credibility with 1-2 highly relevant project examples. Be specific and show why you're uniquely qualified for THIS project.

- **Reference 1-2 directly relevant past projects** that demonstrate your capability for their specific needs, including specific metrics, outcomes, or client quotes.
- Emphasize **what makes your team/firm uniquely qualified** for THIS opportunity.

## Closing:

Thank the client, invite discussion, encourage them to review the full proposal, and provide clear next steps.

- **Thank them** for the opportunity to submit.
- **Express your excitement** to work on the project.
- **State next steps** for follow-up. For example, invite them to discuss the proposal further and provide availability/contact method.

Sincerely,  
[Signature]  
[Name]  
[Title]  
[Direct Phone]  
[Email Address]

## Turner

Turner & Associates Construction

May 06, 2026

John Doe, Head of Engineering

Atlantic State University

1000 University Avenue

Hartford, CT 06103

RE: On-Call Architecture/Engineering Services for Atlantic State University,  
RFP No. 1000-23

Dear Mr. Doe,

The new Atlantic State University Makerspace presents an exciting opportunity to advance entrepreneurship for students and expand the university's core offerings. Turner & Associates has spent the past 25 years designing transformative higher education facilities across New England – and we are eager to bring that expertise to this milestone project for ASU.

We understand that completion of the new Makerspace by August 2028 is critical to ensuring the facilities are available for the Fall 2028 semester, and that any delay would directly impact student programming and university enrollment commitments. We also recognize that construction must be phased to avoid disruption to the adjacent Science Hall, which will remain fully operational throughout the project.

Our team will provide an integrated design-build solution that keeps your project on schedule and within budget. We use a proprietary milestone tracking system that has helped us achieve a 97% on-time delivery rate across 40+ higher education projects. To protect the Science Hall operations, we will use this system, a phased construction sequence, and a dedicated site logistics plan developed in coordination with your facilities team.

We have successfully used this approach for dozens of projects. Most recently, we completed the \$18M Innovation Hub at Northbrook University – a 22,000 SF fabrication and maker facility delivered two weeks ahead of schedule despite a constrained urban site. The project earned a LEED Gold certification and an ABC Excellence in Construction Award. Prior to that, our work on the Riverside Community College Technology Center demonstrated our ability to manage active-campus construction without any interruption to neighboring academic buildings.

Thank you for the opportunity to submit this proposal. We are excited about the potential to partner with Atlantic State University on this landmark project and are confident our team is the right fit. We welcome the opportunity to discuss our approach in more detail. Please don't hesitate to reach out at (617) 555-0193 or [s.chen@turnerassociates.com](mailto:s.chen@turnerassociates.com).

Sincerely,  
Sarah Chen  
Vice President  
Turner & Associates Construction  
(617) 555-0193  
[s.chen@turnerassociates.com](mailto:s.chen@turnerassociates.com)