



DESIGN IS GOOD BUSINESS

It doesn't just add value; it multiplies it.



Your building can do much more than keep the rain off your business; it can advance your business plan. To capture the full value of your capital program, you will do well to engage your architect in a discussion of your business goals, with your business leaders.

Being a Successful Client: Aligning Expectations

When you build a building, you're going to have all sorts of expectations. Some will be easy to define, and it will be easy to know if they've been fulfilled ("a 600 square foot classroom"). Others will be harder to define, and people may disagree about whether they've been fulfilled ("a good teaching environment"). Some will be attributable to the building alone ("keeps the rain off"), while others will involve the interaction of the building with its occupants ("comfortable room temperature").

You'll not only have expectations of the finished building; you'll also expect things of the process. Some will be within the architect's control. Others, such as the time required for agency approvals or the fluctuating price of materials in a

Library

- [Savings by Design](#)
- [The Business Case for Green Building](#)
- [Green Schools Investment Guide](#)
- [The Technical Feasibility of Zero Net Energy Buildings in California](#)
- [The Dollars and Sense of Green Retrofits](#)

changing market, will be out of his hands. There will be things—like how quickly phone calls are returned (on both sides)—that may not affect the outcome but may have a big effect on the experience.

There will be absolute necessities, and there will be things that would be great but aren't worth a lot of bother.

The important thing is that you, your architect, and any other stakeholders in the process know what each other's expectations are and that you agree on them. To make sure that your expectations align, you should:

- Set your expectations as early as possible and communicate them clearly to all stakeholders;
- Make sure you know and understand what the other stakeholders expect of you;
- Include important expectations in contract negotiations and make them a part of the contract;
- Include a process for reevaluating expectations should conditions change; and
- Regularly assess how well expectations are being met, pointing out any departures so that they may be corrected

Building projects are complex, and it's never possible to pin down every expectation, but the better aligned expectations are, the happier and more satisfied you'll be.

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2015 AIACC Honor Award for Architecture, Montee Karp Residence, Pacific Palisades, CA, Patrick Tighe Architecture. An existing post-and-beam home in need of a structural, programmatic and environmental upgrade,

re-envisioned for the 21st century.

AIACC
1303 J Street, Suite 200
Sacramento, CA 95814
Phone: (916) 448-9082
Fax: (916) 442-5346
Email: mail@aiacc.org