



Needs and Options Review

The Problem:

It is not uncommon for people to know they want to do a building project, and have thought about it quite a bit, but just don't know how best to start. Or worse, launch into an expensive design service without establishing a relationship or not carefully establishing the groundwork for the project.

“A surgeon wouldn't operate without a proper diagnosis.”

We developed the **Needs and Options Review** as a diagnosis for the issues you have with your project. We saw people starting design and construction BEFORE they had fully done their research and homework. BEFORE they had refined their ideas. We think this applies across the construction industry.

The consequence of inadequate upfront research of **Needs and Options Review** is like building on a bad foundation.

The foundation is the most important part of the project because everything is built on top. It's very expensive to change the foundation once you have started to build, but it's very easy to change them if they are simply lines on a plan.

The Promise:

The initial **Needs and Options Review** will allow you to start an exploration designed to precisely understand your specific project requirements and constraints. It will also reveal potential roadblocks.

- It will minimize your risk of faulty design decisions by laying the proper groundwork up front.
- It will allow you to create the proper foundation for a project, saving money in the long run.
- It will allow you to explore your goals for the project in a structured format.
- It helps us determine if this working relationship is a fit for both parties before fully committing to further design services.

The Process:

We spend a little more time on the research than most other firms who rush their clients into the design phase. The **Needs and Options Review** is a structured process that includes the following:

- Meeting to discuss your preliminary objectives for the project.
- Developing an outline brief describing functions, uses, and spaces required.
- Reviewing site options and identify regulatory issues.
- Reviewing the planning viability of the project and your ideas.
- Identifying potential solutions in outline form.
- Preparing a conceptual budget for the project.
- Preparing a preliminary schedule for the project.

Outcome: The **Needs and Options Review** is a report that you can use to get an accurate proposal from us or from any other architect - it is yours to keep.



The Investment:

The investment for the **Needs and Options Review** is \$300.00. This includes the initial site visit and a follow up meeting and everything mentioned above.

Option:

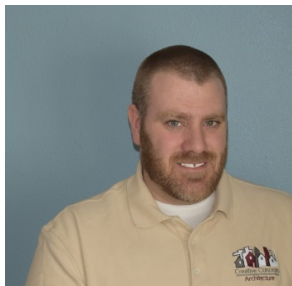
For an additional \$200.00 we will include:

- Sketches for exploring potential spatial relationships, connections, & future proofing options
- Prepare freehand concept options
- Provide preliminary straight line program
- Prepare and present this report

If you would like to discuss this further or setup an appointment to get this process started, please contact me at 515 230 1358, or email me at matt@creativeconceptsarch.com.

Sincerely,

Matthew J Palan, AIA, NCARB
Project Architect



Matthew Palan earned a Bachelor of Architecture degree from Iowa State University, and is licensed in the state of Iowa to practice architecture. He also holds an NCARB certificate which is the highest standard of licensure. He is a member of American Institute of Architects. Matthew has been working in the residential sector of architecture for 20 years.
