

RT STUDIO

architecture / interior design

11204 Whisperwood Ln Rockville MD 20852 / 301.922.4152 / info@rtarchstudio.com

**Put your project on the Right Track
by getting the right advice upfront.**

We have developed a new service for people considering building a new home or renovating an existing home. which is proving to be very popular.

Important...

Taking action on what you learn in this letter will be the most valuable thing you do this year.

That is a big statement but I say that because this unique service will help you avoid the **#1 most costly mistake people make when building.**

Have you ever heard the term '**on time and on budget**'?

If not this concept is an important one. On time and on budget is a term used in all big projects – from construction to IT to building roads all big projects are trying to meet their targets.

The term refers to completing a project within the planned time frames and within the planned budget. Many times this does not happen, and for your project this is bad news.

There are many reasons projects might not come in '**on time and on budget**' **but by far the #1 reason is lack of planning in the early phases.**

Here is the thing...

... at some point during your [project type], you are going to discover a way to make your house better.

That is a given. It always happens.

Layout could be a design change. It could be a window or door in a better place. It could be the layout of a room. It might be a design that saves you money or dramatically improves the livability of the spaces.

Sooner or later, you're going to want to make a change.

And when short cuts are taken early on and people rush into the design phase then people do not discover all the options they had (or what they really wanted) until the concrete has been poured.

Without getting a full Needs and Options Review conducted before the builders get on site home owners regularly short change their design.

Late discovery of your real needs or options leaves you crying...

"If only I had known"

That is why we created the Needs and Options Review.

There are five times to discover you have found a better option:

1. Needs and Options Review™
2. Sketch design
3. Building documentation concept
4. Contract management
5. Building

If you discover better options early then you can make the changes effortlessly.

Make your discoveries late and you pay exponentially more - or worse, live in a house where you settled for a lesser option.

Here is an indication of how costs change the later you make changes:

<i>Stage</i>	<i>Name</i>	<i>Cost</i>
1	Needs and Options Review™	\$1
2	Sketch design	\$3
3	Building documentation concept	\$15
4	Contract management	\$30
5	Building	\$50

Take this quick test:

	<i>Question</i>	<i>Out of 10</i>
1	Out of ten how clear are you on exactly what you need?	
2	Out of ten how aware are you of all the various options your site will accommodate?	
3	Out of ten how confident are you that you are aware of all the legal requirements?	
4	Out of ten how aware are you of the process you will need to have in place to get the project completed on time and on budget	
5	Out of ten how confident are you that your budget will achieve your needs?	
6	Will you want to run this project in stages?	

Don't worry about not being able to answer these questions yet. The Needs and Options Review will allow us to fill in the gaps and get you ready to move to the design phase.

We designed this process a few years ago because there is a huge issue in the construction industry of people starting design and construction BEFORE they have fully done their research and homework.

We would see many renovation projects going over time and over budget.

Bad foundations

The consequence of inadequate upfront research of needs and options is like building a house on bad foundations.

The foundations are the most important part of the whole house because everything is built on top. It's very expensive to change the foundations once you have started to build on top of them. But very easy to change them if they are simply lines on a plan.

That's what makes us different, we spend more time on the research than most other firms who rush their clients into the design phase because that is where they earn more money.

We take a different approach. In fact we will only work with clients who are prepared to do the Needs and Options review properly. We will not rush this step. Taking short cuts only causes cost over runs later. If we take short cuts we don't establish solid foundations.

The Needs and Options Review is the most important step because it provides the foundational thinking that everything else builds upon.

Once complete the valuable insights you gain from this first phase can be used by us or any other architect and will ultimately produce a better result for you.

Question: 'Can I save money by not paying for a Needs and Options Review?' Sure you could skip this step or meet with someone who gives you a few ideas for free before rushing you into the design phase

Answer: 'Not investing the time a full Needs and Options Review in depth can be the most expensive decision you make during your renovation.

The most cost effective time to discover all your options is now.

Here's what to do next...

**Booking your Needs an Options Review is easy.
You have three options:**

Option 1: Call 301.922.4152 between 9 and 5 Monday to Friday.

Option 2: Email info@rtarchstudio.com with your name and phone number. Someone will call you back.

Option 3: Go to www.rtarchstudio.com and enter your details in our contact form.

I look forward to discussing your project with you.

Damian Trostinetzky