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PRESIDENT

Realtor Services

architects help residential and commercial realtors expand their offerings to potential and past buyers

Successful realtors are always looking for ways to distinguish themselves by providing a higher level of service. As an architect, I enjoy teaming with a realtor to offer professional advice that benefits the potential buyer and helps the realtor expand his or her offerings.

Best Use of Time

The nature of the realty business, the constant on-call status, makes time management a key concern for realtors. The opportunity to meet with as many people and show as many properties as possible obviously increases your potential to sell or lease property. However, if you have a potential buyer who likes a location but isn't satisfied with the existing building, you can spend valuable time working with the potential buyer to discuss his or her concerns.

In this particular scenario, a strategic partnership with an architect allows you to hand-off your potential buyer to a design professional while you continue working through your task list. You're still in-touch with the potential buyer but you have an architect to answer the potential buyer's questions about the quality of existing construction and the opportunities for improvements. When the potential buyer is satisfied, you step back in and close the deal.

Risk Management

This strategic partnership not only allows you to make the best use of your time, it also helps you avoid assuming any liability by commenting on existing conditions or the possibility for improvements. In short, you're outsourcing your liability to an architect whose practice is developed to identify and manage such liability.

Vision

In most cases, it's helpful to create some sketches to explain the possible improvements. Since most people don't draw, they may have some difficulty exploring the potential improvements for a particular property. In a minimal amount of time, an architect can create some drawings that help the potential

buyer express his or her vision for the property. This is a great way to build enthusiasm for a purchase.

Dollars and Cents

A potential buyer wants to make the best possible use of his or her dollars. In many cases, this leads the potential buyer to consider purchasing a property that's at the top of his or her price range with the intention of making improvements at a later date.

In such cases, the potential buyer must evaluate the purchase price and the projected cost of future improvements to determine if the property is worth purchasing. Once you've found a great location and worked with your architect to create some sketches to express the potential buyer's vision, you can work with a contractor to create some estimates for the improvements. Armed with this additional information, your potential buyer can find a level of comfort in his or her decision to make a purchase.

Best Business

Repeat business is always the best business. That said, how do you maintain your relationships and get your clients to return to you when they're ready to buy or sell again?

To help people understand the role of an architect and the process we follow from design to bidding and construction, I've developed a seminar for construction and renovation. The seminar is intended to give your clients an overview of the process.

Inviting your potential and past buyers to attend this seminar is a great way to stay in touch and remind them of the value of your relationship. If you'd like to assemble a group, you can even host your own private event.

Some Issues to Consider


Building a strategic relationship with a realtor allows me to work with a person who also chooses to focus on a particular geographic area. We speak a very similar language yet we don't compete directly with one another. You help me market and I help you provide a higher level of service to your clients.

Unless there are unique circumstances, my first visit with your potential buyer will typically not be billed. Though this time must be limited, it's a chance to meet with the client and determine if taylor28design LLC is the right company for the project. If not, I'll be happy to help you find another option.

Also, design services for a particular piece of property are typically retained by the owner, not the realtor. This helps architects avoid any conflict of interest in our role as the owner's advocate. I'm happy to work with you, the realtor, to develop a presentation to inform potential buyers about a property.

When you think through the proposal, a strategic relationship with an architect, it's a wining situation for all the parties involved. Even the builders with whom I work appreciate having an architect involved in the process because they, like the realtor, can focus on what they do best.

I would appreciate a chance to discuss how taylor28design LLC can add value to *your* company.



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