



## **Architecture Business Plan**

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# I. Strategy and Vision

## A. Mission Statement

RHad Studio will be the leaders in the integration of high end design and cutting edge technology for the custom residential market. We will provide superior service to the technology rich client with innovative and integrative designs and presentation methods.

## B. Company Goals and Objectives

RHad Studio will provide architectural design and consulting services for residential projects that utilize integrated technology and building science virtues. We will provide services that offer transparency and integration with client ideas to provide superior service.

RHad Studio will begin with limited debt and endeavor to remain cash positive throughout. The studio will begin making a profit and be cash positive by Q3 of the first year. Year two will see an increase in positive cash flow and year three will increase revenue 1.8X.

## C. Philosophy

RHad Studio exists to create more than just architectural design, we create pride. The pride an owner feels when they know they have the newest and greatest cutting edge home, one they can't help but to show off to their friends and colleagues. Similar to the new smartphones our clients can't help but show off, our houses are something for everyone to experience and will be something worth waiting in line for. Cutting edge design and technology integration are the pinnacle of who we are and will be ever-present in our work.

Internally, RHad Studio will be a place of research and design, as well as mentorship and growth, placing an emphasis on being in the forefront of technology and design. Our team will consist of not only the best designers, but also the best programmers, scientists, and researchers. We will live what we design by being enthusiasts ourselves and will be immersed in the culture.

# II. Marketing and Client Acquisition

## A. Marketing Outreach

To reach potential clients, RHad Studio will leverage and grow **existing relationships** with city economic **developers** and **real estate agents** in the area that attract the ideal client. These connections will enable us to be at the forefront of any movement in the markets and will always be the first option for our potential clients.

**As tech companies move or grow in the area, the executives and managers of these tech firms will need new or improved housing options.** When large tech companies are looking to move into the area, they typically reach out to economic development directors first. A number of deals are made with incentives for them to move their headquarters or satellites to the area, and the negotiations can last for many years. As these potential moves are happening, we will leverage contacts in these cities to be aware of what is going on in the market and establish relationships before the decision to move the company is even made. We will establish trust early on in hopes to be in their minds as they find the need for new housing. Through economic development directors we will have first-hand knowledge of the firms that are moving or growing and we will be able to target the executives and managers early on.

Being connected with **real estate agents** in the high end markets, we will also be ready as executives and managers move up and grow. As tech firms move or expand, they will be looking in specific housing markets before they look for specific architects. Our knowledge of the most desirable areas will allow us to make connections with real estate agents that work those areas. In new developments, there are typically one or two major agents that work and sell in that area, so we will leverage our relationships with them to be their preferred recommendation.

In addition to relationships with economic directors and real estate agents, RHad Studio will also make an effort to stay in touch with people connected in the industry such as **builders, consultants, bankers, accountants, lawyers** and **financial planners.** Through these personal connections we will be able to get personal warm introductions to potential clients. These relationships will be started and maintained through various networking **events** and RHad studio will make an effort to be a part of numerous meet-ups and events to stay in touch. There is also nothing simpler than just taking potential relationships to lunch periodically.

By getting in early with tech companies as they move their company, or with them as look for new housing in specific areas, we establish a trust connection and will open the door for closing the sale through our sales system.

## B. Marketing Plan

The method in which we maintain these relationships will vary depending on the type, but will begin with something as simple as a lunch meeting in which we will discuss potential collaborations and how RHad studio can help them. We will approach these opportunities as a mutually beneficial relationship where we offer assistance to any of their needs in exchange for their assistance with potential clients.

After initial contact with potential lead generators, we will follow up with any promised assistance and also provide them with informational data such as brochures and pamphlets. We will also direct them to our website where they can receive more information. Real estate agents and builders will also receive a periodic mailer that will ensure we stay in their minds.

Another major lead generator that RHad Studio will incorporate is in the use of the Internet and email. From the beginning the company website will be much more than the simple portfolio of work and contact information most architects use, but rather a lead generator. The website will include a blog, FAQ and the extremely important email signup. The blog will be updated weekly at a minimum to discuss not just architecture issues, but also current trends in home technology. We will provide an FAQ that will answer any questions the potential client may have before they even pick up the phone to call us, allowing us to discuss the project collaboratively from the onset.

On the website we will also offer a giveaway, updated every quarter, where we will list the latest in home technology and how they can be used in the home. This giveaway will be provided in exchange for their email signup to our weekly newsletter. This email list will provide a number of leads that we will keep updated via our newsletter and allow us to reach out as needed.

In order to reach the largest amount of potential clients as possible, we will also ensure that we are ranked highly in Google for searches of specific keywords in our specialty. This will be accomplished

through various proven strategies that include back linking, guest posting, and interviews. According to the Google Keyword Planner tool, the following are the highest search terms related to our category:

Keyword	Avg. Monthly Searches
Home Automation	22,200
Smart Home	9,900
Smart House	9,900
Home Automation System	4,400
Smart Home Technology	1,900
Intelligent Home	1,900
Best Home Automation System	1,900
Home Automation Software	1,000
Home Automation Systems	1,000
Home Tech	1,000

### C. Outreach and Expertise

In addition to gaining trust by utilizing our **connections** and utilizing the **website**, we will also perform a number of outreach endeavors to show that we are the leader in our market. This will enable us to show off our expertise and provide good **public relations**. As we are involved in these programs, we will also be able to keep up with changes in technology, which will fit into our philosophy of research and design, keeping us on the cutting edge. The outreach programs range from small show-offs to international conferences.

We will engage, and be a part of local technology conferences and events such as Maker Faire and Tech Shop showoffs. These events showcase the newest in technology from a user perspective and are more than an expo of manufacturers and products. These are homegrown and DIY enthusiasts who push the boundaries that large corporations cannot. By being a part of these events, we will establish ourselves with the tight knit community and show our expertise in our field at the user level. This will also allow us to scout talent and will allow us to find the best team available.

In addition to the grassroots events like Maker Faire and Tech Shop, we will also participate in the large conventions such as SXSW and E3. These nation-wide events showcase the products and services that are market-ready and are on the cutting edge of design. Our participation will allow us to network and present our abilities to not only our potential clients, but our potential suppliers as well.

In order to further engage the local community, we will periodically host show-off events that will showcase what is currently available in smart home design. This will include mock ups and demonstrations of new technologies and designs, and allow for hands on interaction with the community. We will use this event to generate word of mouth trust, as well as leverage it for press and to show off our expertise.

## D. Sales System

In addition to reaching and finding potential clients, it is also important to be able to finish the marketing process through a proven sales system. Our sales system consists of a 5-step process that will be consistent throughout all potential projects.

### Step 1 – Initial Contact

As the lead is identified or as contact is made, we will run through our initial contact phase in which we identify the basic components of the project. We will inquire about the project and client and put together some basic assumptions on what the scope will be. The listed parameters and the project information sheet will serve as the starting point in the conversation.

### Step 2 – Information Gathering

To validate the assumptions we will setup a free-of-charge initial meeting with the potential client. This meeting will be to discuss their needs and explain how our services will meet those needs. We will put together basic sketches and discuss options with the owner in order to generate ideas, while also creating a collaborative process early on.

### Step 3 – Clarifications

Following our information gathering phase, we will validate our initial assumptions on the project info sheet and put together a plan of services to meet the client's needs. We will provide a summary sheet of

our assumptions and include any initial sketches or ideas generated with the client. This will be sent to the potential client to verify the scope of the project.

#### Step 4 – Proposal

With a clear and validated scope in mind, we will send out the proposal to the owner. Included in the proposal will be the agreed upon summary of the project as well as any other pertinent correspondence. The proposal will typically be for the full extent of standard services, from design to construction administration. We will also include a list of additional services that are offered to make sure the potential client understands all that can be provided.

#### Step 5 – Follow Up

After the email proposal is sent, a physical proposal package will be mailed as well. This physical package will include not only the proposal, but information about our firm, similar project profile pages and other marketing material. We will follow up by phone after the physical package is delivered to see if the client has any questions. If there is no movement we will setup periodic check in's to help the owner as needed and answer any additional questions they may have.