



What are the most important qualities your architect must have?

People always wonder, what should I look for in an architect? Is it reputation, talent, portfolio or simply that you like the things they have done.

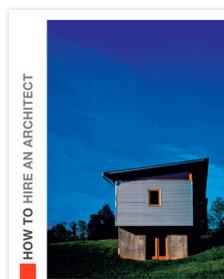
There are really only two essential qualities that your architect must have. They are integrity—both professional and personal, and creative skill. If an architect has integrity, he will always have your best interests at heart and will never put

his desires above yours. But integrity can mean nothing if the architect does not have the creative skills to make your dreams come to life.

A well crafted website can be seductive, and a presentation by a persuasive architect can be misleading.

So how to tell if your architect possesses the qualities you need? Tell them what makes your life special, what your personal goals are and what ideas are important to you. See if they are really listening to what you are saying and not simply nodding while thinking “Oh, I’ve done that before, and I know exactly what they need”.

An architect with integrity will listen to you and respect who you are. And the creative architect will not just hear what you say, but understand what you mean and in the end design something for you far beyond what you might have ever imagined.



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16 stats that should change the way we do business

Richard Petrie, a noted marketing consultant had this to say about some recent discoveries: "Many of my clients are

business owners or senior managers so when I found these startling statistics, it made me re-look at how I was running my business."

1 Price is not the main reason for customer churn, it is actually due to the overall poor quality of customer service – Accenture Global Customer Satisfaction Report 2008.

2 A customer is 4 times more likely to defect to a competitor if the problem is service-related than price- or product-related – Bain & Company.

3 The probability of selling to an existing customer is 60 – 70%. The probability of selling to a new prospect is 5-20% – Marketing Metrics.

4 For every customer complaint there are 26 other unhappy customers who have remained silent – Lee Resource.

5 A 2% increase in customer retention has the same effect as decreasing costs by 10% – Leading on the Edge of Chaos, Emmet Murphy & Mark Murphy.

6 96% of unhappy customers don't complain, however 91% of those will simply leave and never come back – 1Financial Training Services.

7 A dissatisfied customer will tell between 9-15 people about their experience. Around 13% of dissatisfied customers tell more than 20 people. – White House Office of Consumer Affairs.

8 Happy customers who get their issue resolved tell about 4-6 people about their experience. – White House Office of Consumer Affairs.

9 70% of buying experiences are based on how the customer feels they are being treated – McKinsey.

10 55% of customers would pay extra to guarantee a better service – Defaqto research.

11 Customers who rate you 5 on a scale from 1 to 5 are six times more likely to buy from you again, compared to 'only' giving you a score of 4.8. – TeleFaction Data Research.

12 It takes 12 positive experiences to make up for one unresolved negative experience – "Understanding Customers" by Ruby Newell-Legner.

13 A 5% reduction in the customer defection rate can increase profits by 5-95% – Bain & Company.

14 It costs 6-7 times more to acquire a new customer than retain an existing one – Bain & Company.

15 eCommerce spending for new customers is on average \$24.50, compared to \$52.50 for repeat customers – McKinsey.

Based on this overwhelming research why do businesses spend some much time and money trying to win new clients and so little trying to retain, re sell and get referrals for their existing clients?

Knowing these statistics might change perceptions but sadly will not change many behaviors. How about you and I be one of the few who take action.

"Everything should be made as simple as possible, but not simpler"
— Albert Einstein



JIM ROUNSEVELL is an award winning architect who specializes in energy efficient creative custom home design and residential remodels. Small commercial, retail, and restaurant design services complement the residential work. An architect with over 25 years experience with modern custom homes, institutional and large scale commercial projects, Jim's expertise will help you find the right design solution to meet your goals and budget. With a broad background in site design, commercial architecture, industrial and interior design, Jim is able to offer a range of services to fit your needs.

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