
Nuts and Bolts for Small Firm Practice: Scoping Architectural Services and Developing Fee Proposals with Rena M. Klein, FAIA

WEDNESDAY, SEPTEMBER 23, 2015 | GGLO SPACE AT THE STEPS, 1301 1ST AVENUE (1/4 WAY DOWN HARBOR STEPS)

** all sessions/speakers subject to change*

Program Schedule:

An effective, fair and profitable relationship between client and architect relies on clear communication of a proposed scope of services and related equitable compensation. This workshop will include information on AIA agreements, and how to define basic, additional, and excluded services and prevent "scope creep." Participants will learn how to apply various compensation structures and fee computation methods to reflect the value and risk associated with providing architectural services. Participants will be introduced to basic design firm business models and how they impact decisions about scope and fee development. This highly interactive 3.5-hour workshop will include exercises designed to help participants apply these concepts and methods to their firms, with ample opportunity for knowledge exchange with colleague.

1.00-1.30pm **REGISTRATION + AFTERNOON REFRESHMENTS**

1:30-1.40 **WELCOME and INTRODUCTION**
AV Goodsell, MPS | Program Manager, AIA Seattle

1.40-4:45pm **INTERACTIVE LECTURE + WORKSHOP: *Nuts and Bolts for Small Firm Practice: Scoping Architectural Services and Developing Fee Proposals* with**
Rena M. Klein, FAIA | Principal, RM Klein Consulting

Featured Speaker:



Rena M. Klein FAIA is a nationally recognized expert in small firm practice and author of *The Architect's Guide to Small Firm Management: Making Chaos Work for Your Small Firm* (Wiley, 2010). As principal of RM Klein Consulting, Rena offers a variety of services to small design firms, including assessment, strategy, ownership transition, and management coaching. Specializing in financial management and operations consulting, Rena helps firm owners run their organizations better.

Rena regularly presents seminars and workshops on small firm practice at AIA Conventions and to various AIA Knowledge Communities. Responding to the need for management education among small firm practitioners, she has developed numerous original programs including courses on financial management, business planning and firm development.

Rena serves as immediate past-chair of the national Advisory Group for the AIA Practice Management Knowledge Community and was executive editor of AIA's *The Architect's Handbook of Professional Practice*, 15th edition (Wiley 2013).

For more information on Rena, please see www.rmklein.com/cv