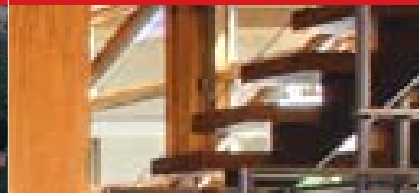




SUCCESSFUL ARCHITECTURE IS VALUE ADDED.



architecture for **LIVING**



While we practice in all areas of architecture, our emphasis is focused in the residential market rather than the institutional market. Our clients are sensitive to issues such as:

- Cost of construction
- Absorption rate
- Attainability
- Return on dollar spent

CLIENTS COME TO US BECAUSE OF OUR RECORD OF SUCCESS.

They are concerned with the fact that we work for their competitors, however we work with each developer to create their own market niche, therefore reducing their competition. (Garbett Homes, Ivory, Hearthside, Sorenson Development, Trade West Homes, Wood Property Development, etc.)





The steps to a successful project include:

1. IDENTIFY YOUR MARKET

- **Demographic** Who is the buyer - age, profession, family type, family size, etc.?
- **Absorption** How deep is your market?
- **Amenities** What are their expectations and desires - how big? what's included, lifestyle amenities, etc.?
- **Attainability** Appropriate price point for your market

2. CREATE THE APPROPRIATE IMAGE

- What style or theme will be consistent with your target buyer - what automobile does buyer drive?
- How will this image maximize desirability and perceived value?

Working with clients marketing staff or consultants, it is important to expand their expectations. We like exposing them to new ideas outside of their normal sphere of influence. Since mixed used projects are an increasing demand, many of our client field trips have focused on this product type.



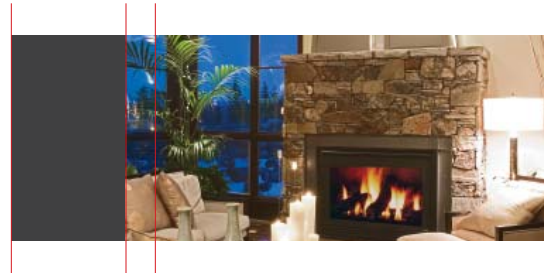


3. COMPREHENSIVE PROGRAM EVALUATION

- Creating a program includes the following:
 - Identifying product types - townhomes, stack flats, loft units, etc.
 - Appropriate product size
 - Appropriate product mix
 - Required features consistent with the market demand
 - Desired amenities - parking type, pool, health spa, club room, etc.
 - Appropriate construction type

4. CONDUCT A SITE ANALYSIS

- Apply program requirements to the site
- Identify required density consistent with the proforma
- Identify all site restraints - utilities, neighboring properties, zoning requirements, site access, etc.
- Identify site amenities and potentials - view, sun orientation, light, accessibility, public transportation, etc.
- Parking Study - parking quantity equals residential density potential
 - Types of structure - open parking, covered structures, individual garages
 - Parking construction cost versus residential profitability





5. PROJECT BUDGETING

- Construction cost versus price point
 - Good design is not determined by the construction budget. The budget is a component of good design.
- Evaluate and select the proper construction types that meet:
 - Budget constraints
 - Building code requirements
 - Appropriate for construction schedule
 - Evaluate construction features and finishes as it relates to investment return

6. LEED - CREATE MARKET VALUE

- What level of LEED certification maximizes sales, sustainability and profits?
- Identifying LEED as an attraction to your market demographic
 - Moralistic - save the earth
 - Practical - reduced utility cost
 - Independent - off the grid
- LEED - as a marketing tool

7. JSA AND LEED ACCREDITATION

- Several key team members are currently LEED accredited professionals and others are scheduled for LEED testing within the next two months.
- LEED consultants are available for other disciplines (Structural, Mechanical, Electrical)





GREAT ARCHITECTURE EQUALS MAXIMIZED VALUE.

Comprehensive planning, efficient floor plans, good working documents, exciting design, etc. are the expectation of a competent architecture firm. However, understanding how to use these skills to bring the maximum profitability to our clients is what makes JSA successful.



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