

The LCC Email That Won The Whole Project (from Erick Mikiten)

 **Eric Bobrow** added a private note 2 months ago (Tue, Jan 12 at 10:58 PM)

Merged from ticket [8568](#)

Subject: Followup to my submitted question...

Description:
This is in regard to my question about dealing with a referral from a client, when I'm not sure of their veracity and whether they are shopping around. Here's how I wound up approaching it (read form the bottom up). Her final response was pretty good, but I'd still appreciate any comments...

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Hi Erick - thanks for getting back to me so quickly! I really like your approach and would love to schedule a phone conversation. Available times for me are below.

Wed, Jan 13th - 9:15am - noon
Thurs, Jan 14th - noon - 2:30pm
Friday Jan 15th - 10am - 2:30pm

If none of those times work, I can send you times for next week.

Looking forward to meeting you via phone soon :)

Thanks!
Lauren

Lauren Kaplan
lauren.kaplan@gmail.com

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On Jan 11, 2016, at 3:56 PM, Erick Mikiten AIA <erick@mikitenarch.com> wrote:

Hi Lauren,

Nice to hear from you, and thanks for your interest in our firm! I had fun working with Cullen, and it's nice that he passed our name along. I enjoy working in Rockridge, and the size of the project is well-suited for us (although you'll see lots of larger things on our web site as well).

I'd love to talk more and find out what you're thinking of doing, your timing, etc. Let's schedule a phone call to discuss it.

As for the work itself, I'll go ahead and give you a little outline of our approach:

We always start with a careful review of needs and options, to define the project clearly. This entails sending you a brief questionnaire before we meet, then discussing your goals in person at the house, walking through it, and doing some preliminary research with the City to determine any potential roadblocks. Then we supply a report that compiles the discussions, the research, and preliminary suggestions about how to proceed.

I like to call this a Design Diagnosis, with the idea that a doctor wouldn't operate on a person without a thorough diagnosis, and I think an architect shouldn't start suggesting designs without doing the same!

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When people are ready to hire us straight out, we'll enter into an agreement for the full project (cancellable by you at any time and for any reason), and the Design Diagnosis is the first step in our process.

But sometimes people are not sure what architect they want to hire, so we also offer this as a stand-alone service. It provides a report and basic understanding of the needs and options for a project, with nominal cost and no commitment to using us as the design architect. There's more information on our website here: <http://www.mikitenarch.com/consultation.html>.

Either way is fine with us, but let's start by scheduling an initial discussion about your project by phone, or an hour here in our office (no charge either way of course) and we can get into more detail.

Looking forward to hearing more, and hopefully creating something beautiful together!
Erick

Erick Mikiten, AIA
Architect, LEED-AP<

2415 Fifth Street, Berkeley, CA 94710
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www.MikitenArch.com

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On Jan 10, 2016, at 9:41 AM, Lauren Kaplan <lauren.kaplan@gmail.com> wrote:

Hi Erick - my name is Lauren Kaplan and I received your contact information from Cullen Jowitz who has been so happy with your work!

We (my husband and two children) live in Rockridge (close to Cullen) and are looking to do some work on our house. We have about a \$400K budget (all in) and would love to hear your vision for our home.

Please let me know if this sounds like a project you are interested in and if you have availability.

Thank you in advance!

Warmly,
Lauren

Lauren Kaplan
lauren.kaplan@gmail.com

Erick Mikiten, AIA
Architect, LEED-AP 

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