



NEEDS & OPTIONS REVIEW

EAST AFRICA'S LEADING LUXURY PROPERTY DESIGNER

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AS SEEN ON

HOUSE
& GARDEN

ARCHITECTURAL DIGEST

THE WORLD OF
INTERIORS



CLAUDIO
MODOLA
DESIGN

NEEDS & OPTIONS REVIEW

T H E P R O B L E M

It is not uncommon for people to know that they want to undertake a building project and to have thought about it quite a bit, but are unclear on how to start... Or worse, launch into an expensive design service without establishing a relationship, or worse still, not having carefully established the ground work for the project.

If pre-design research is not undertaken at the outset of a project, the design is based on assumptions which exponentially increases your risk and associated costs.

T H E P R O M I S E

Just as “A surgeon would n ‘t operate without a proper diagnosis” our initial NEEDS & OPTIONS REVIEW works in the same way. Undertaking this type of research allows us to understand your precise requirements and to define the unique objectives, parameters and potential road blocks to the project, in order to present you with the best options available, improving the ultimate design, saving you money in the long run and allowing the project to proceed with minimal delays.

The NEEDS & OPTIONS REVIEW essentially allows you to move from a position of uncertainty to a situation of clarity and allows us; or another designer, to design a property according to your individual criteria.

T H E P R O C E S S

We developed this structured process a few years ago, because we were being continually approached by people with newly completed properties to find solutions for problems which existed solely because the design and construction phases of their projects had been rushed, without the necessary preliminary research and exploration of options having taken place.

The consequence of inadequate upfront research of needs and options is like building a house on bad foundations.

The foundations are one of the most important parts of the whole house because everything is built on top of them. It is very expensive to change the foundations once you have started to build on top of them. But very easy to change them if they are simply lines on a plan.

Because of this, we prefer to spend a little more time on the research than most other studios who rush their clients into the design phase.

There are five important steps in building:

- 1) Needs & Options Review
- 2) Concept Design
- 3) Scheme and Detailed Design
- 4) Approvals / BoQ / Selection of Contractor
- 5) Construction and Completion

On the next page, we have outlined the first step – the NEEDS & OPTIONS REVIEW and what it includes.



Choosing an architect is not easy. People are not always sure of what architect they want to work with. Therefore, we offer this study as a stand-alone service allowing the Client to get the full report with nominal cost, having no commitment to using us as the design architect, whilst being able to understand what it would be like to work with us ... in other words if we share the essential chemistry required for a project.



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NEEDS & OPTIONS REVIEW | KENYA

When considering developing a dream home or a high end residential compound for investment purposes the Needs & Option Review with Claudio Modola Design is the first step. **Why?**

- Obtain an experienced design studio's opinion on the feasibility of your project - Claudio Modola Design is one of the most sought-after residential designers in East Africa and specializes in creating luxuriously comfortable "in demand" homes for maximum return on investment.
- Produce an outline brief which forms the foundation for all future work, detailing specific objectives, lifestyle preferences, rooms and spaces, sizes, orientation etc.
- Discuss your ideas and potential solutions to maximize the design.
- Discuss the potential look and feel of the property.
- Discuss the functional viability of the project.
- Site Visit in which to discuss the opportunities and limitations of the site (Logistics expenses within Kenya are charged at cost).
- Provide preliminary estimates of construction cost for budget calculations.
- Outline any relevant Building Regulations (County Council / NEMA etc) which may affect the project and propose possible design solutions for the same.
- Provide a preliminary timeline for the various stages of the project.
- Production of a report documenting all of the above and including our schedule of services and fee proposal on next stages of project.

A surgeon would not operate without a proper diagnosis, our Needs & Options Review works in the same way. It creates a strategy designed to accurately understand your requirements and provide findings, recommendations and a plan to move forward with a timeline and a rough budget.

- The modest investment for the Needs & Options Review is US\$ 2,000 deductible from the cost of design should you use our services.

A N E X A M P L E

A Mombasa based entrepreneur acquired a plot of land in Muthaiga with the intention to construct 5 luxury townhouses for rental to the lucrative UN market. Our Needs & Options review revealed that it was possible to develop 7 rather than 5 properties on the land without compromising on style, exclusivity and features, thereby significantly increasing the clients potential profit whilst offsetting the high market value of the land amongst more units for increased competitive edge with his own clients. This was possible due to our proposal to:

- a) Differentiate the type of accommodation being offered, to suit a wider target market, all demanding high end quality living, but who would have different allowances for housing available from their employer.
- b) Design around the topography of the site, by changing the shape and layout of the structures to suite the contours of the site, thereby allowing us to discreetly increase the number of units without reducing overall property size or compromising on extensive landscaped garden areas, privacy and parking.

Initial demand for the units once complete, has already led the client to purchase a second piece of land for a similar investment.

Yes, I would like to book a NEEDS & OPTIONS review with Claudio Modola Design. I understand that the review fee is US\$ 2000 (excl. applicable logistics costs) which is deductible from any eventual design fee and have completed the agreement on the following page with my details to get the review underway.

NEEDS & OPTIONS REVIEW | KENYA

We request that you sign the agreement in the space provided below, keep a copy for your records and return a scanned signed copy to us in order to book your Needs & Options Review.

CLIENT ACCEPTANCE AND CONFIRMATION OF DETAILS

Signed by authority of the Client as confirmation of this Agreement

Full Name

Address

Telephone Number

Site Address

Project Type

Please confirm the email address for the invoice and preliminary project questionnaire to be sent to:

Formal Client / Business Title: _____

Postal Address: _____

Email: _____

Attention of: _____

Scan and email to options@claudiomodola.com