30 Architecture Topics
Where Clients Need to Understand the Value

1. 3D Renderings / Visualisations
2. Concept Design Phase
3. BIM (Building Information Modeling)
4. Detailed Drawings / Construction Documents
5. Feasibility Study
6. Site Analysis
7. Design Process (start to finish)
8. Zoning and Code Expertise
9. Energy-Efficient Design
10. Sustainable Materials
11. Passivhaus / Passive House Principles
12. Project Management / Coordination
13. Budget Management / Cost Planning
14. Interior-Exterior Flow
15. Natural Light Optimization
16. Acoustic Design
17. Spatial Planning
18. Designing for Aging in Place / Accessibility
19. Design for Wellbeing / Biophilic Design
20. Consultant Network (engineers, surveyors, planners)
21. Heritage and Conservation Expertise
22. Value Engineering
23. Planning Approval / Permitting Support
24. Virtual Reality Walkthroughs
25. Custom Detail Design (e.g. staircases, joinery)
26. Builder Selection / Tendering Support
27. Contract Administration (during construction)
28. Designing for Resale Value
29. Pre-Design Consultation / Needs Discovery
30. Problem-Solving Ability (e.g. unlocking difficult sites)

FAB Formula Refresher

F – Feature
A – Action
B1 – First-level benefit
B2 – Second-level benefit (the "benefit of the benefit")

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FAB Examples for Architects
(Explaining Value in Client-Friendly Language)

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1. 3D Renderings / Visualisations

F – A 3D rendering is a digital model of your future space.
A – It shows you exactly what your project will look like before it's built.
B1 – So you can make confident design decisions early.
B2 – Which avoids expensive changes and ensures you're excited, not anxious, as construction begins.

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2. Concept Design Phase

F – The concept design phase is where initial ideas take shape.
A – We test layouts, styles, and massing to explore directions.
B1 – So you can see the big picture and give input before details are locked in.
B2 – Which saves time and money by preventing misalignment down the track.

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3. BIM (Building Information Modeling)

F – BIM is a smart 3D model with embedded construction data.
A – It coordinates every detail between architect, engineer, and builder.
B1 – So errors, clashes, and confusion are dramatically reduced.
B2 – Which leads to smoother construction, fewer surprises, and a more reliable outcome.

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4. Detailed Drawings / Construction Documents

F – Detailed drawings are precise instructions for builders.
A – They show materials, measurements, and construction methods.
B1 – So pricing is accurate and construction is efficient.

B2 – Which prevents costly mistakes and helps your builder deliver what you envisioned.

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5. Feasibility Study

F – A feasibility study analyses what can be built on your site.
A – We explore planning rules, site constraints, and budget fit.
B1 – So you know what's possible before committing time or money.
B2 – Which means less risk and more strategic decision-making upfront.

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6. Site Analysis

F – Site analysis reviews environmental, legal, and spatial site conditions.
A – We assess sunlight, slope, views, zoning, and access.
B1 – So we can design a building that takes full advantage of the site.
B2 – Which means a more comfortable, valuable, and site-specific home.

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7. Design Process (Start to Finish)

F – Our design process is a structured journey from vision to completion.
A – We guide you through clear phases, decisions, and approvals.
B1 – So you never feel lost or overwhelmed.
B2 – Which builds confidence, trust, and momentum as the project unfolds.

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8. Zoning and Code Expertise

F – We know your local zoning and building code inside out.
A – We design within the rules while achieving your goals.
B1 – So you avoid rejections, delays, and legal issues.
B2 – Which makes the path to approvals faster and smoother.

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9. Energy-Efficient Design

F – Energy-efficient design reduces the need for heating and cooling.
A – We plan window placement, insulation, and ventilation strategies.
B1 – So your home is comfortable year-round and cheaper to run.
B2 – Which saves you money, boosts sustainability, and adds long-term value.

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10. Sustainable Materials

F – Sustainable materials are responsibly sourced and low-impact.
A – We specify them throughout your build and fitout.
B1 – So your project supports environmental responsibility.
B2 – Which means a healthier home and a legacy you can be proud of.

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11. Passivhaus / Passive House Principles

F – Passive House is a standard for ultra-energy-efficient buildings.
A – It uses airtightness, insulation, and smart design.
B1 – So your home stays warm in winter and cool in summer, with minimal energy use.
B2 – Which slashes bills, improves air quality, and enhances long-term comfort.

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12. Project Management / Coordination

F – We manage consultants, timelines, and decisions.
A – We keep everyone on task and aligned.
B1 – So your project runs more smoothly with fewer bottlenecks.
B2 – Which saves you stress, time, and money over the life of the project.

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13. Budget Management / Cost Planning

F – Cost planning keeps your budget on track from day one.
A – We guide scope and choices to suit your financial goals.
B1 – So you avoid painful overages or last-minute compromises.
B2 – Which keeps your project exciting — not financially draining.

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14. Interior-Exterior Flow

F – We design seamless transitions between indoors and outdoors.
A – Using layout, openings, and materials to connect the spaces.
B1 – So your home feels larger, lighter, and more liveable.
B2 – Which enhances day-to-day enjoyment and impresses guests or buyers.

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15. Natural Light Optimization

F – We analyse and maximise daylight opportunities.
A – We use glazing, orientation, and layout to invite light in.

B1 – So your spaces feel brighter, warmer, and more inviting.
B2 – Which reduces lighting costs and boosts mental wellbeing.

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16. Acoustic Design

F – Acoustic planning manages how sound travels in your space.
A – We use materials, layout, and separation to reduce noise.
B1 – So you get privacy and peace where it matters.
B2 – Which improves rest, focus, and harmony at home or work.

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17. Spatial Planning

F – Spatial planning defines how spaces connect and function.
A – We arrange zones, flow paths, and adjacencies.
B1 – So the space works beautifully for how you live.
B2 – Which leads to less frustration and more satisfaction every day.

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18. Designing for Aging in Place / Accessibility

F – We future-proof your home for changing needs.
A – We integrate wider doorways, step-free entries, and flexible layouts.
B1 – So you or loved ones can live safely and independently for longer.
B2 – Which avoids expensive renovations later and supports dignity through all life stages.

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19. Design for Wellbeing / Biophilic Design

F – Biophilic design brings nature into your space.
A – We use views, plants, textures, and patterns found in nature.
B1 – So your home feels more nurturing and alive.
B2 – Which reduces stress, lifts mood, and supports mental health.

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20. Consultant Network

F – We have trusted relationships with top consultants.
A – We coordinate engineers, surveyors, and specialists.
B1 – So the project runs more efficiently with better input.
B2 – Which gives you a higher-quality result with fewer roadblocks.

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21. Heritage and Conservation Expertise

F – We know how to work with protected or character buildings.
A – We integrate new design with historic context.
B1 – So you keep what's special while updating for modern life.
B2 – Which protects resale value and preserves architectural integrity.

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22. Value Engineering

F – Value engineering optimises design for budget without compromising intent.
A – We adjust materials, methods, or features for smarter outcomes.
B1 – So you stay on budget while keeping quality high.
B2 – Which leads to a project that feels luxurious without the blowout.

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23. Planning Approval / Permitting Support

F – We manage submissions to local authorities.
A – We prepare plans and advocate for your project.
B1 – So you have the best chance of fast, smooth approval.
B2 – Which keeps your timeline intact and reduces headaches.

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24. Virtual Reality Walkthroughs

F – VR lets you experience your design in full scale before it's built.
A – You can walk through rooms and see views in real-time.
B1 – So you can make confident, informed choices.
B2 – Which means fewer regrets, better alignment, and more excitement.

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25. Custom Detail Design

F – We design unique features like stairs, shelving, and joinery.
A – These details are tailored to your needs and aesthetic.
B1 – So your space feels personal and one-of-a-kind.
B2 – Which creates a home that feels deeply yours and sparks joy daily.

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26. Builder Selection / Tendering Support

F – We help assess and choose the right builder.

A – We review quotes, scope, and fit for your project.
B1 – So you avoid cowboy contractors and costly mismatches.
B2 – Which protects your budget, timeline, and sanity.

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27. Contract Administration

F – We represent you during construction.
A – We check progress, approve payments, and manage issues.
B1 – So your builder stays accountable.
B2 – Which keeps quality high and reduces your stress and risk.

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28. Designing for Resale Value

F – We consider what buyers want without compromising your needs.
A – We balance personalisation with broad appeal.
B1 – So your home feels like you and holds value.
B2 – Which gives you flexibility if your life direction changes.

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29. Pre-Design Consultation / Needs Discovery

F – We run a discovery session before starting design.
A – We learn your goals, frustrations, and dreams.
B1 – So we design around your actual lifestyle, not assumptions.
B2 – Which makes your space work for you, not just look good on paper.

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30. Problem-Solving Ability

F – We thrive on tricky sites or briefs.
A – We explore creative options where others see obstacles.
B1 – So you can unlock potential that seemed impossible.
B2 – Which makes your project more rewarding and sets it apart from the crowd.