## **Small Firm Exchange**



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Output of the Monthly State Representative Call

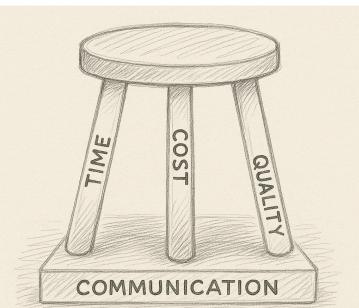
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## **Building Excellence**

An Owner's Perspective

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# **Key Takeaways**



#### **Client Acquisition**

- » Repeat clients are gold It is always less expensive to maintain an existing client rather than acquire a new one
- » Understand your customer acquisition costs
- » Earn more work from an existing client by prioritizing their vision and needs
- » Marketing involves both inward and outward efforts; maintaining objectives and KPIs is important, but nurturing existing relationships is usually more effective.



#### **Owner's Perspective**

- » Seek out & learn to communicate the owner's "why" and understand what drives their passion
- » Maintain research and engagement throughout the life of the project, don't rely on the initial discovery phase
- » Minimize surprises and put in place systems to create consistency and less stress



#### **Unified Mission**

- » Ensure that everyone on the team knows the owner's "why" and is engaged in the success of the project
- » Prioritize a team culture that celebrates the owner and is service oriented
- » Keep the owner and engaged with communications, tours, and meetings that highlight the success of the project

### Resources / Links

- Blueprint to Success
- Example: We are Skanska
- How JFK and a Janitor put a man on the moon
- SMART Method