



The Schimberg Group Inc.

ARCHITECTURE · INTERIOR DESIGN  
OWNER REPRESENTATION · LEED CONSULTING

COLLABORATIVE METHODS  
A MONTHLY NEWSLETTER

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Dear [member\_name\_first],

Welcome to the April 2012 edition. This month's newsletter showcases design solutions that The Schimberg Group provides to its clients. The Schimberg Group understands that collaboration is fundamental towards achieving best practices, sustainable success and **Extraordinary Results**.

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## **PRESIDENT'S CORNER:**

### **Architects + Construction Firms = Better Results**

“When it comes to getting things done, we need fewer architects and more bricklayers.”

-*Colleen C. Barrett*  
Corporate Secretary of Southwest Airlines

In recent years, there has been a noticeable improvement in collaboration between architects and construction firms. Relationships between the two, often adversarial, have evolved into a more positive working experience. Due to the current economy, clients naturally expect to bid projects out in order to get the best possible price. We have found that including a contractor or builder, negotiated up front, during the design process provides a more efficient and cost effective result. By requiring the contractor to have an open book policy and bidding the trades to multiple subcontractors, it still allows for a competitive and cost conscious project.

It has been encouraging to see that many contractors recognize the value that a collaborative architect can bring to a project. Our built environments can only benefit from architects and contractors working together to make our visions as designers reality and cost effective.

- Barron Schimberg  
Leed AP



## **What's New on the Blog**

### **[Take a 360-Degree Look at Your Next Building Project](#)**

Instead of calling in various contractors and making piecemeal decisions for improvements as your budget each year, we can help you develop a master plan first. With our 360-degree approach to architecture and interior design, we can help you ensure the upgrades you make now will blend with future upgrades for a more harmonious end result.

### **[Do You Know the Difference Between a Builder and a Contractor?](#)**

The terms “builder” and “contractor” are not really synonymous. In this post, I've listed some key differences that I have observed as an architect.

### **[Marina Bay Condominium Buildings Get a Makeover](#)**

Over the past three years, we have collaborated with residents of The Marina Bay condominiums on Longboat Key to update the exteriors of the buildings and modernize the entryways, fountains, and lobbies. In addition to improving the ambience for current condo owners, these improvements make a terrific first impression when potential new buyers of condo units first visit the property or see a unit listed for sale online. See the article in [Sarasota Magazine](#).



Above: The newly renovated Marina Bay condominium complex on Longboat Key

## **We've Moved!**

We are delighted to report that we have relocated from our offices on Palm Avenue into a more accessible and visible ground-level space at 40 South Pineapple. Stop in and see us!



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## **Let Us Know What You Think**

Call us if you have any questions about any of the articles in this newsletter or suggestions for future articles or blog posts. We encourage you to add comments on our [blog](#), or connect with us on

[Facebook](#), [LinkedIn](#), and [Twitter](#).

We look forward to working with you to create architectural solutions that exceed your expectations.

Sincerely,



Barron Schimberg, AIA  
LEED AP  
**The Schimberg Group, Inc.**  
Collaborative Methods. Extraordinary Results.

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