

Best Practice **Serving Architecture Firms during a Pandemic**

How Allied Members can best serve Architects and Architecture Firms:
Allied Members can continue to support the needs of architects and firms throughout a pandemic. This document lists some things you and your company can do based on the situation that we are all navigating. If managed successfully, your interactions can be used as an opportunity to further your business and create long-standing relationships. Here are some ways you can best serve architects during this time...

- Respond quickly to communications about your company's products or services.
- Find ways and be willing to provide samples as needed by architects, for some this may involve overnight shipping of samples or driving to various locations to drop off samples on doorsteps.
- Be willing to help architects prior to or join in remotely to client meetings.
- Be ready to find ways to reduce costs for owners and clients by having alternative products in mind that provide the same or similar value, this will help to keep costs down and ensure that projects can persist.
- If a project goes on hold, keep good notes and files so you are ready when the project resumes.

How to Communicate effectively with Architects during this time:
As in so many areas in life, communication is key. Now it is more important than ever to provide clear and concise communication about your products and services. Here are some tips on how to communicate effectively...

- Take the time to provide direct links to your products or services and ask for clarification if needed.
- Be willing to help the architect problem-solve, you know your product best. Use this to position yourself as an expert.
- Be thoughtful when you send messaging, use customized emails to be sure those on the receiving end are truly the audience that should be receiving the information.
- Be straight and to the point in all digital messaging and be careful not to overload, or overuse emails and texts.

Before visiting Architects and Architecture Firms in-person:
Each firm is taking the time to strategically put measures in place to get their employees back to work either in person or virtually. They are surveying their employees to see what they are comfortable with and following guidelines passed down by the CDC, the Governor, and more. To ensure your safety, as well as others please...

- Call or email each firm individually before making a trip in person.
- Ask for clarification on the guidelines each firm is putting in place to protect their employees and visitors to their specific office. These guidelines may change from week to week so check-in before each trip.
- Follow recommended guidelines such as keeping a minimum of 6-foot from all who you come in contact with, wear a face mask, and any other measure that may be needed to ensure everyone's safety.

There is a Silver Lining
So, you may be wondering what the silver lining is given the challenges we all face during this difficult time. Surprisingly, there are some and we hope you have identified more than what is included in the list below...

- Use this time to practice empathy and connect with people on a personal level, you will find that this will create long-term relationships.
- You have the opportunity to position yourself as an expert in your field, architects rely on AIA Iowa Allied Members and they need you more now than ever.
- Everyone in the business world is learning how much can be accomplished in a digitally world and this may lead to positive changes in the way the profession of architecture and businesses related to it function in the future.
- Business leaders in both allied member companies and architecture firms are finding ways that their employees and clients can be more efficient by using technology tools and becoming more skilled at using it.

We are here for YOU!

Thank you for your Allied Membership, we care about you and your success. AIA Iowa is striving to provide the same as well as new member benefits throughout this challenging time. If you have questions related to the architectural profession and how you can continue to serve architects through this time of change, please reach out to an [AIA Iowa staff member](#).

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