



“Elevator Pitch”

Most Firms, most businesses in fact, have what is known as their “elevator pitch”. This sales pitch is intended to be a short, concise, summary of who we are and what we do. There is a myriad of information out there about the pitch, and typically, “they” say that it should be no longer than 30 seconds or, conceptually, the length of an elevator ride. Why? Because “they” say that everyone these days is so busy, that is all the listening time a prospective Client has.

Well, at Serenity Architecture Co. we disagree. We believe that this thinking is emblematic of a general problem these days, that being our entire society having been reduced to “148 characters”, as it were. Headlines, sound-bites, and tweets are all that we seem to be able to handle. Well, when you are looking at making what is probably the largest expenditure of your life; whether it be you personally, on behalf of your corporation, or on behalf of your Client; the end product of which is a space that human beings will have to peacefully exist in for many years to come, this is not acceptable. You need to know more. So, if you only have 30 seconds, please read “What We Are Best At”, and be done. But, if you really want to know how we can make your life better, read on!



WHAT WE BRING TO YOUR TEAM

- Nearly 25 years of experience
- Experience in many project types
- Experience in many delivery methods
- Practical and pragmatic project approach
- Understanding of the need for economy and constructability
- Understanding of the need for meeting schedule deadlines
- Willingness to not do “big design” when it is not needed
- Ability to do “big design” when it is needed
- Real estate transaction related services
- Field construction experience



WHAT WE ARE BEST AT

- Our typical new build project would be \$2M—\$15M, light industrial, medical, educational, commercial, or municipal. Example projects would include manufacturing, warehouse, transit, medical office, clinic, charter school, retail, financial, office, fire station, police station, library, city hall, recreational, and similar types of projects.
- On the higher end, large manufacturing and warehouse projects up to \$50M are well within our capabilities.
- On the lower end, tenant build-outs, renovations, and smaller additions are all part of our project portfolio
- Design-build delivery projects are a specialty of Serenity Architecture Co.
- Planning projects, feasibility studies, site selection studies, existing facility assessments, and needs assessments, are all included in our experience.



WHAT WE DO FOR YOU

- Provide a level of service and support to you that leads to a long term relationship
- Focus on clear communication and understanding in order to provide as stress free of a project process as possible and live up to our name—**Serenity**
- Strive to manage expectations and avoid unpleasant surprises
- Strive to provide our services in a timely manner so as to meet your critical project schedule
- Bring to bear our 25 years of experience, in many project types, for your benefit
- Provide a broad array of services and expertise, which many Firms do not have, to act as your single point of responsibility
- Strive to apply our technical expertise to provide a well detailed and constructed project