The architect is often seen by society as an elite professional, and therefore hired only by the wealthy; Or even unnecessary for most constructions, with the prevailing understanding that with the right manpower it would be possible to build without the need for a project. In this context, an alarming data was raised by the research developed in 2015 by the Datafolha Institute in partnership with the CAU / BR: among Brazilians who have already done renovations and constructions, only 15% used the service of an architect or engineer in the work (Figure 1). This reveals a high level of ignorance about the advantages of hiring an architect.

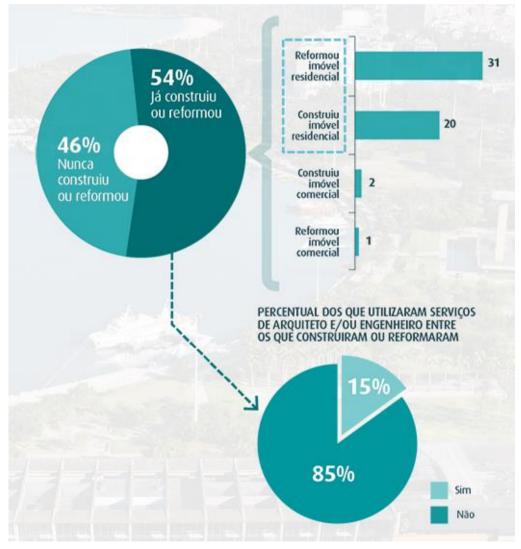


Figure 1 (in Portuguese) – Percentage of those who used architect and / or engineer services among those who built and renovated.

In this article we will cover the four main advantages of hiring an architect. But first, we will make a diagnosis of the greatest difficulties encountered by those who built without the service of an architect or engineer. According to a survey by the Datafolha Institute, in general, people divided the difficulties found in the construction work into three strands: Planning, Manpower and Material.

## **Planning**

As for planning, the biggest difficulties refer to budget, work size and schedule. People make mistakes to determine how much money they will spend, the activities that will be required in the construction work, and their time to complete. Some reports demonstrate this situation:

"The difficulty begins in planning ... You predict one thing and spend another." G8 – Goiânia – A/B1.

"Budget is never what was agreed, always spend more." G3 - Rio de Janeiro - A/B1.

"I hired a mason and closed the day, when I was finishing the job he started to roll up just to get more money from me." G9 – Belém – B2/C1.

# Manpower

Finding the right professional to carry out the work is the greatest difficulty reported by the interviewees, mainly due to low qualification and lack of commitment. They are usually masons who do everything a little and often the service needs to be redone to correct execution errors, generating expenses and extrapolating the deadlines. It also happens that some professionals leave the construction in half, causing financial losses and delays.

"The problem with good mason is that he picks up several works at the same time. It has happened to me from a mason to start my service and disappear." G10 – Belém – A/B1

"You try to find by appointment, but it is difficult to find a professional who is qualified."

G10 – Belém – A/B1

"My biggest problem is with the manpower. It is very difficult to find a good mason, and when you find it, is by lucky." G4 – rio de Janeiro – B2/C1.

#### Material

Another serious problem is knowing the right amount of material to buy. The masons end up guiding, but most of the time they do not get it right. Either there is a waste of material, or the lack leads to many comings and goings to the shops, which always increases costs and time of service.

"Of course, an engineer, or architect, who understands, makes people spend less because they will know exactly what material they will need." G7 – Goiânia – B2/C1.

"I think (material) for more is worse, you have nowhere to store it and if you sell it, nobody wants to buy it and everything gets stuck at home." G11 – Recife – B2/C1.

"When lacks material is a problem, this happened to me, the floor tile I bought had finished and when I returned to the store had already left the production line." G5 – Porto Alegre – B2/C1.

## 4 motives

Here are four good reasons to hire architectural services in renovations and constructions:

### 1. Your Dream

The act of building or reforming is always a great investment, and in addition to financial investment, usually involves the realization of a personal dream: to have a space that responds to your wishes and lifestyle. That is why it is so important to hire a qualified professional, who will be able to interpret your wishes and materialize them in the best way, avoiding losses and frustrations. Architecture, in its essence, has the power to materialize dreams.

The architect and urbanist is the right professional to transform your needs and desires into space solutions with good lighting, ventilation, functionality and aesthetic value. It has a unique formation that enables him to unite technique, creativity, functionality and

aesthetics, leaving your property more pleasant, environmentally sustainable and suitable to your budget and delivery time.

### 2. Economy

Contrary to common sense, hiring an architect is not a waste of money. It's just the opposite because it will prevent you from having extra costs with construction errors and wasted materials. Hiring an architect is an investment with immediate return and also measurable reward in the long run. In addition to building with security assurance, a work done under the guidance of an architect adds value to the property. Hiring a professional architecture and urbanism you avoid spending money unnecessarily, building something different from what you really wanted. You also do not run the risk of buying more or less material: it will calculate the required amount and draw up a budget to facilitate your financial programming.

## 3. Legality

The architect is the professional who is technically and legally authorized to make the architectural project, the central requirement for your house to be built, and can also carry out and coordinate the complementary projects necessary for its construction. He will be the Technical Responsible (TR) before the public agencies, such as City Hall and Municipal Secretariats related to urban regulation. If you intend to build or renovate, you will need a Construction Permit issued by the City Hall so that your property is legalized and according to the information in the Real Estate Registry, such as "Property Area" and "Ideal Fraction", which determine The real value of the property (sale value), as well as the taxes levied on it.

#### 4. Construction Work

Due to his extensive technical-artistic training, the architect is uniquely prepared to manage all the suppliers of the work, and to provide technical and aesthetic help in the purchase of the materials. In addition to coordinating all projects, the architect can also be responsible for the execution of the construction works or reform, legal provisions for the hiring of workers, offering a complete list of services. This depends on the approach of each professional, who can offer an integral service or weekly follow up with some visits to the work, leaving the execution management under the coordination

of the master builder. The architect can give instructions that will help him to have a more efficient and well executed work.

#### Clients satisfaction

Despite the alarming data presented at the beginning of the article, showing that only 15% of people turned to architecture professionals to carry out their construction or renovation (and only 7% of the economically active population used the service of architect), a part of the research conducted by the Datafolha Institute reveals the advantages of hiring an architect. Among those who hired services, satisfaction is expressive: eight out of ten say they are satisfied with the work of architecture and urbanist professionals (Figure 2).

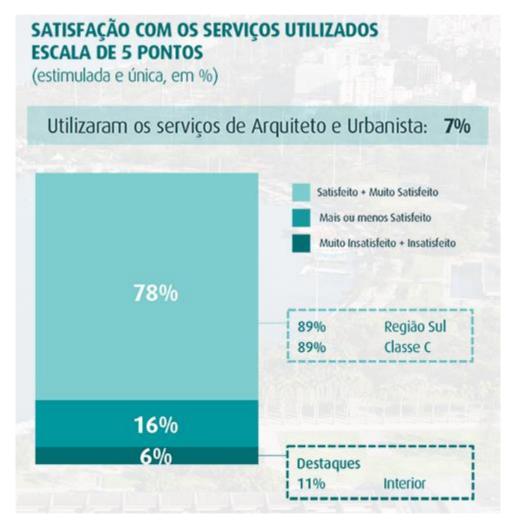


Figure 2 (in Portuguese) – Index of satisfaction with the services provided by Architect and Urbanist.

"I was very pleased! Who is a layman, I think if you do not have an architect who advises you, it is very difficult." G6 – Porto Alegre – A/B1.

"We had already caught too much. We said, "Let's get a pro." Then I had ideas, she joined my ideas with hers (architect) and today we have a nice place to live." G8 – Goiânia – A/B1.

#### Conclusion

It is understood that the scenario of ignorance of the population in relation to the work of architect has caused financial losses and disappointments when it comes to building or renovating. The scientific data and reports of people who have passed through this experience show that the professional of Architecture and Urbanism is fundamental to have a well planned, aesthetically attractive work, and within the given budget and deadline.