

## The Need for Speed

Is this an addiction or a bad habit? Are we being carried away unaware because we are reacting to the constant barrage of emails, texts and phone calls we receive every day?

Over the years I have watched timelines for real estate projects shrink to almost ridiculously short implementation periods. Even though everything in our universe now happens in Nano seconds and we are driven to keep as many balls in the air as possible while hoping that nobody actually sees how many of them are bouncing. Shouldn't we really stop and take a breath and assess if speed is really adding the value we think it is?



We like fast cars, there are fast food restaurants on every corner, we set aside working technology because a faster version was released, we are even trying to speed up baseball games...is nothing sacred? I totally get our need for speed, I am a fast car girl myself, but have we erroneously been sucked into a thought process that everything must be fast and I have to have it now?

Our clients frequently hear me say “You can’t take nine ladies and make a baby in a month”.



**24%**

**NOT ENOUGH  
TIME TO DO IT  
RIGHT**

When a baby is born too prematurely, there are serious complications that are life threatening and costly. I know the comparison may be overly dramatic but bear with me. There is a natural progression to real estate projects. If you allow enough time during the planning and documentation segments you can significantly reduce changes and avoid issuing half-baked construction plans. Incomplete documentation creates inaccurate pricing, delays for RFIs, confusion and speculation all of which causes a nine car pileup and brings out the caution flag.

Sure, there is a fine line to walk between enough and too much. I understand that most C-Suiters don't understand or care about the intricacies of a real estate project. But they do care about the bottom line. It is pretty easy to illustrate the difference in cost of a well-planned project with minimal change orders and a fast track project with lots of change orders. Have any of you ever built your own home? Where there changes? Did you wish you would have spent a little more time up front working out the details? I rest my case.



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Need help planning your real estate project? We would welcome the opportunity to sit down and discuss your project and see if we can help. For additional information, contact me at [tvoltin@cosourceinc.com](mailto:tvoltin@cosourceinc.com).

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