Luis Jauregui, AIA, outlines ten actions residential architects can take in their communities to promote their practice and the role of licensed architects in the home building industry.

1. Emphasize quality design sells to the consumer.
2. Promote how residential architects sell the quality design and ensure architects lead the value engineering process.
3. Collect data on bad design and research how it has affected clients/buyers/builders. Define quality design and spread the word.
4. Create opportunity for peers to share best practices.
5. Gain a better understanding of home building: material cost and availability and scheduling through the local Home Builder Association (HBA).
6. Respect and network with allied professionals including interior designers, builders, and real estate agents.
7. Get involved in your community. Think of clients as consumer and provide educational opportunities to share your expertise.
8. Ensure your residential architecture designs are integrated down to the interior furnishings.
9. Join the AIA and demand programming for residential architects. Join or start a local Custom Residential Architects Network in your area.
10. Ensure your proposed fees provide adequate resources for you to design and execute a quality product.