

LEED and Architecture Firms: A Missing Billable Specification

Biothermal Microconditioning is a new spec category. First movers bill for it.

At a Glance

Biothermal Microconditioning is missing billable specification category in architecture. Firms that name it first, sell it first. New consulting service.

Summary

LEED consultants specify mechanical systems and controls. Landscape architects specify plants. Nobody specifies Biothermal Microconditioning as integrated category because it is new. First architecture firms to add this as standalone specification line-item will bill as consulting service delivering measurable performance improvements. Category sits adjacent to existing LEED specializations requiring new expertise. Thermikron® provides reference case studies (Microsoft, corporate, hospitality deployments) architects cite in proposals. Easy Retrofit specifications multiply when category formally named and professionalized. Architects become category experts.