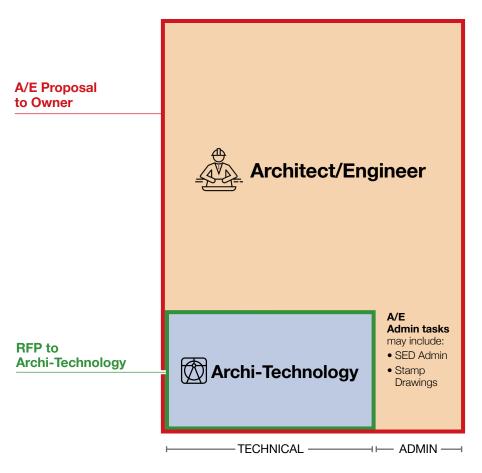
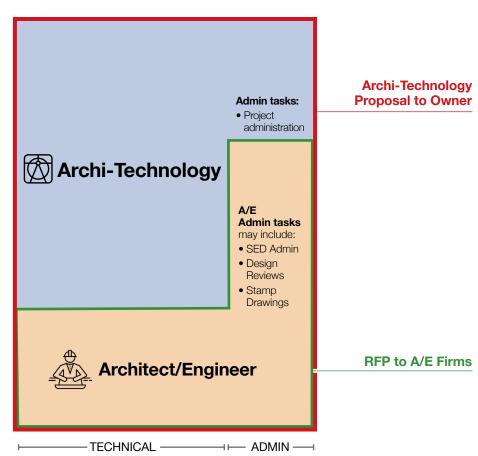
When the architect is the prime contractor to the owner for a construction project, the estimated fees for the technology consultant are rolled up into the architect's contract. This **traditional** project contract model is shown below.

When a project is predominantly one or more technology systems, the technology consultant has the prime contract with the owner; the architectural firm's fees are rolled up into the consultant's contract in this "flipped" model, below.

## **Traditional Contract Model**



## "Flipped" Contract Model



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