CDBI Document 310 offers guidance to conceptual estimating and shows how it plays a very important role in the Design-Build process.

A conceptual estimate is an assessment of the cost or value of a project based on conceptual design information, including general characteristics such as size, shape, location, material selection, etc., and by necessity must include all items necessary to complete a project, whether or not explicitly shown or specified.

- **For Owners** – Develop the project budget to determine the project’s feasibility and to use as a baseline measurement to control costs as the design develops.

- **For Design-Builders** – Price the design-build project.

This guide explains the factors that influence the cost of a project, and these typically include:

- **Economy** – Strong economy encourages capital investments and weak economy slows capital investments.

- **Construction Industry** – The availability and cost of resources such as labour and materials directly impact overall construction costs.

- **Building** – Type, geographic location, shape, size, height, interior/exterior layout, planning efficiency, materials, designers, etc.

Essential elements of a good conceptual estimate include:

- Understanding of the project intent.

- Take-off or quantity survey.

- Pricing by both subcontractors and sub-consultant design professionals.

There are also discussions on the two conceptual cost methods:

- Single-unit cost method, which is used during the very early stages of concept and design.

- Multiple-unit cost method, which is used thereafter as the design evolves.