CAD

Pre Dev

Concept

Position

Entitlement

Capital

Design

Control

CAD

Most projects
move before they're fully defined.
That's when drift begins.

———

Entitlement starts.
Capital engages.
Design direction forms.

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We formalize your project for entitlement, capital, and external stakeholders — before they begin shaping it around their own agendas.

Built structurally for developers:
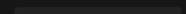
→ **Powerful**
enough for any investor

→ **Resilient**
enough for regulation

→ **Agile**
enough for any design team

→ **Leverage**
across all phases

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We deliver a project-specific pre-development asset.

It defines:

→ The project's position

→ Entitlement posture

→ Capital narrative

→ Design guardrails

Before exposure begins

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When the project is still a thesis, we structure it into a timeless concept.

Strategy

Vision.
Market.
Area.
Positioning.

→

Economics

Use.
Sizing.
Unit mix.
Massing.

→

Policy

Regulation.
Entitlement.
Permitting.
Community.

→

Design

Direction.
Performance.
Visual.
Delivery.

→ CAD
Certified Asset Design

CAD

A project strategy without position gets interpreted.

We define how it reads — before others do.

CAD
Certified Asset Design

WE
define how the project reads to:

City

Capital

Community

Consultants

BEFORE
Narrative, intent, and cost drift.

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We lock these before submission — so approval strengthens asset value rather than constraining it.

Before hearings, negotiation, and cost inflation begin...

NARRATIVE

aligns with community

USE

aligns with policy

POSITION

aligns with approval

DENSITY

aligns with rationale

CAD
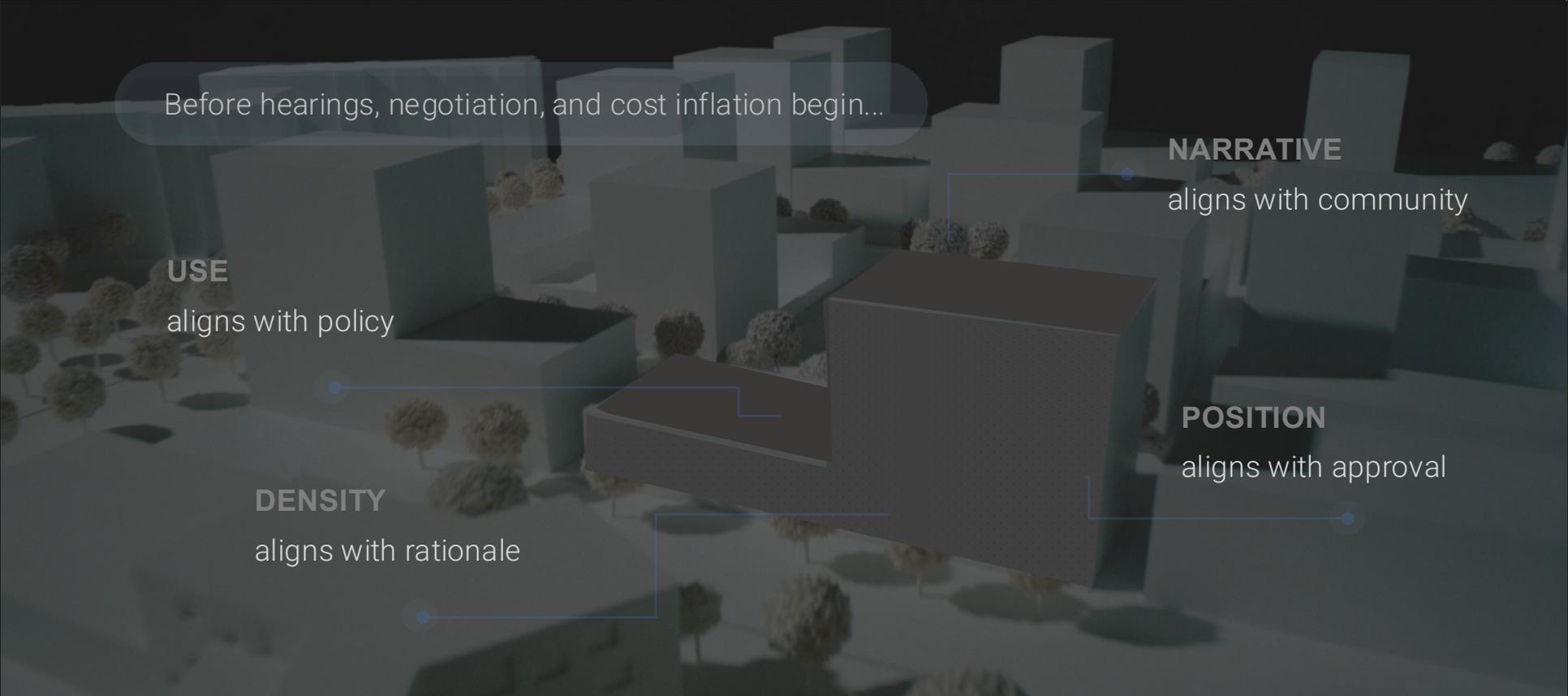
Capital doesn't reward ambition.
It rewards structure and discipline.

↓

↓

↓

IRR durability

DSCR strength

EXIT value

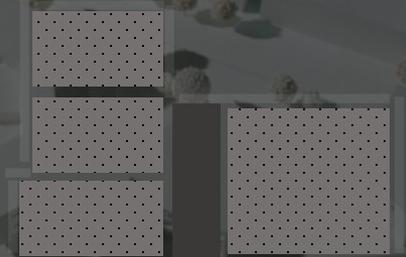Before committees, terms, and uncertainty shape the deal for you.

→ CAD
Certified Asset Design

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Asset execution without performance or cost drift .

CAD
Certified Asset Design

CAD
ensures decisions

Hold

Performance and unnecessary cost from plan to build

Align

AEC, consultants, and capital around the same asset performance logic

Carry Forward

Through construction and into the lifecycle of the sustainable asset

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Development control — redefined

Asset decisions that survive execution:

→ **Embed**
Asset performance and cost logic through construction

→ **Trace**
Decisions remain enforceable across teams and phases

→ **Preserve**
Asset intelligence carried throughout the lifecycle

continuity

accountability

intelligence

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