Builder/Developer
Real Estate Strategies
ULI 2016
RMV Unique Characteristics

• Single location – Orange County, CA
• Large scale – 8,000 to 14,000 unit communities
• Very long term perspective
• An “A” location – solid demand
• Controlled supply of land
Relationship Focused

- Utmost integrity
- Maintain a “level playing field”
- Deal structure – common to all builders
- Frequent communication
- Transparency of information

All leads to trust
RMV Establish...

- Vision
- Time frame
- Velocity – product segmentation
- Neighborhood Builder team
- Deal structure – profit margin/profit participation
What do Builders want?

- Security
- Reduction of risks
- Clear deal
- Well managed process
Unique Approach – Land Selling

• Village of Esencia – Last phase
  • 752 units
  • 9 new products
• RMV selects Builder team
• RMV “fronts” all design costs
• RMV/Builder – jointly design
• Builder – exclusive 1st right of offer
What is the future about?

• One word  Innovation
  - New product design led by RMV
  - New systems – customer knowledge
  - Structure the land deal for affordability/velocity