

# Brand Development from 10,000 Feet

+ Advisory Services Phase I: Project Kick Off & Bozzuto Onboarding  
Ideally 24+ to 18 Months Prior to First Move-Ins

+ Advisory Services Phase II: Getting into the Details & Brand  
Ideally 18 to 12 Months Prior to First Move-Ins

+ Advisory Services Phase III: Finalizing the Design & Executing the Brand  
Ideally 12 to 6 Months Prior to First Move-Ins

+ Advisory Services Phase IV: Final Preparation for the Launch  
6 to 3 Months Prior to First Move-Ins

+ Advisory Services Phase V: The Launch  
3 to 1 Months Prior to First Move-Ins (Potentially Pre-Leasing depending on Project)

+ Advisory Services Phase VI: First Move-Ins