

The Land Advocacy Approach to Value Creation in Commercial Real Estate Development

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Disruption in RE Brokerage Industry

Information availability has improved...

- Increasing government transparency
- Internet availability of good, cheap information

While traditional values endure...

- Trust
- Honesty
- Collaboration

The Land Advocacy Model

1. Developer as community leader
2. Collaborate with stakeholders
3. Develop The Vision and tell The Story

Benefits of the Land Advocacy Model

1. Value creation through sweat equity
2. Practical defense against NIMBY's
3. Win-win opportunity



Galway Downs

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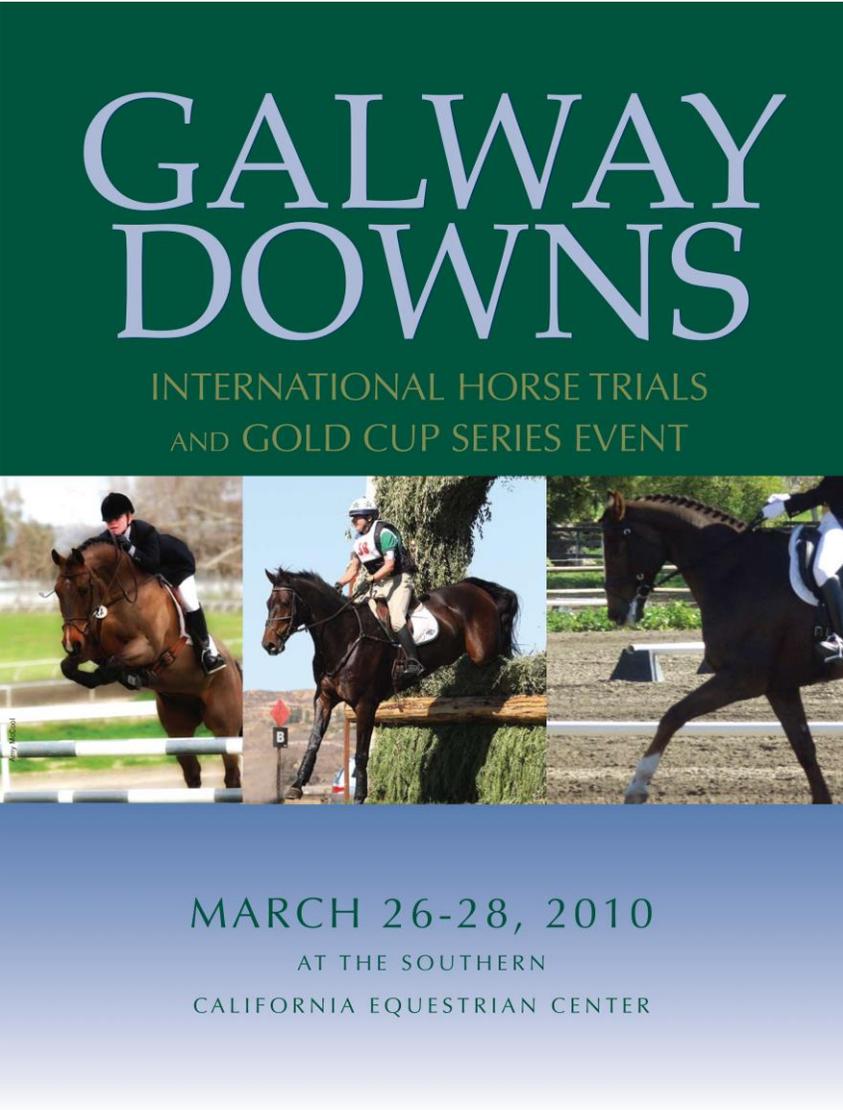


Galway Downs
Equestrian Manager:
Robert Kellerhouse



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Three-Day Event Brochure



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Captain Mark Phillips and daughter Zara Anne Elizabeth Tindall



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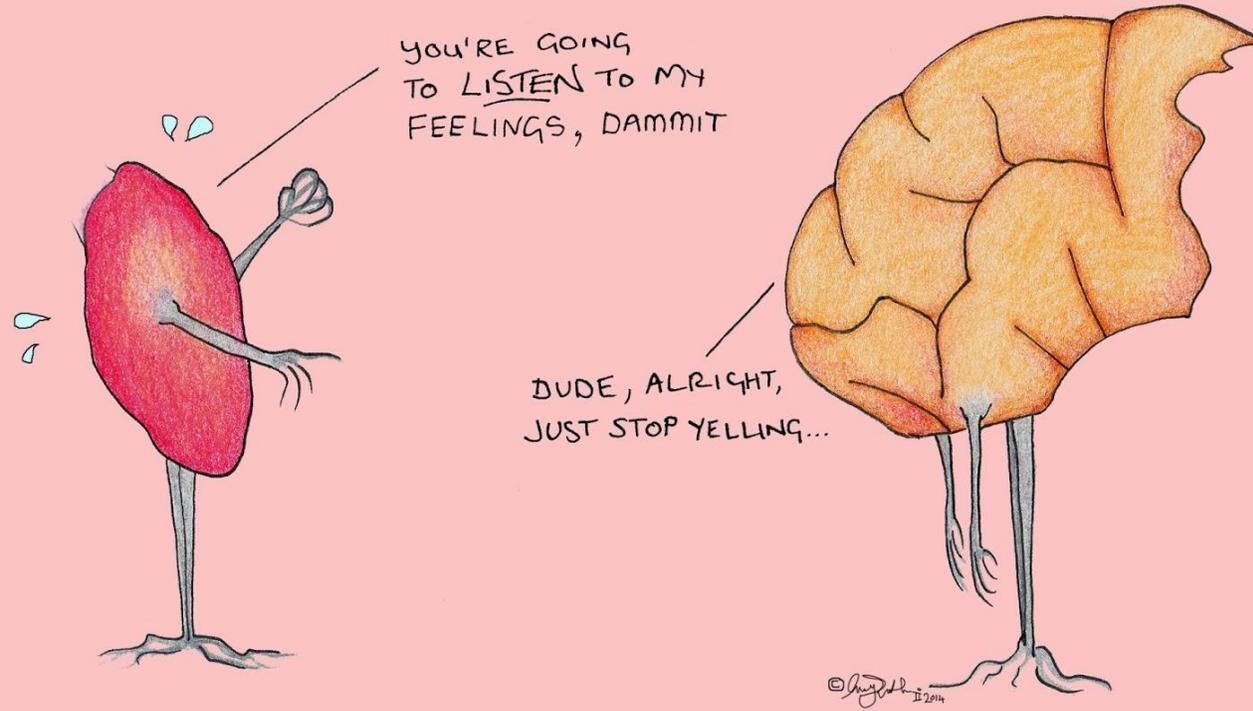




Fox and Hounds

Story Time –Engaging the Emotions

WHEN PEOPLE SAY THEY LISTEN TO THEIR HEART
WHAT THEY REALLY MEAN IS THAT THEIR LIMBIC
SYSTEM IS BOSSING THEIR FRONTAL LOBES AROUND...



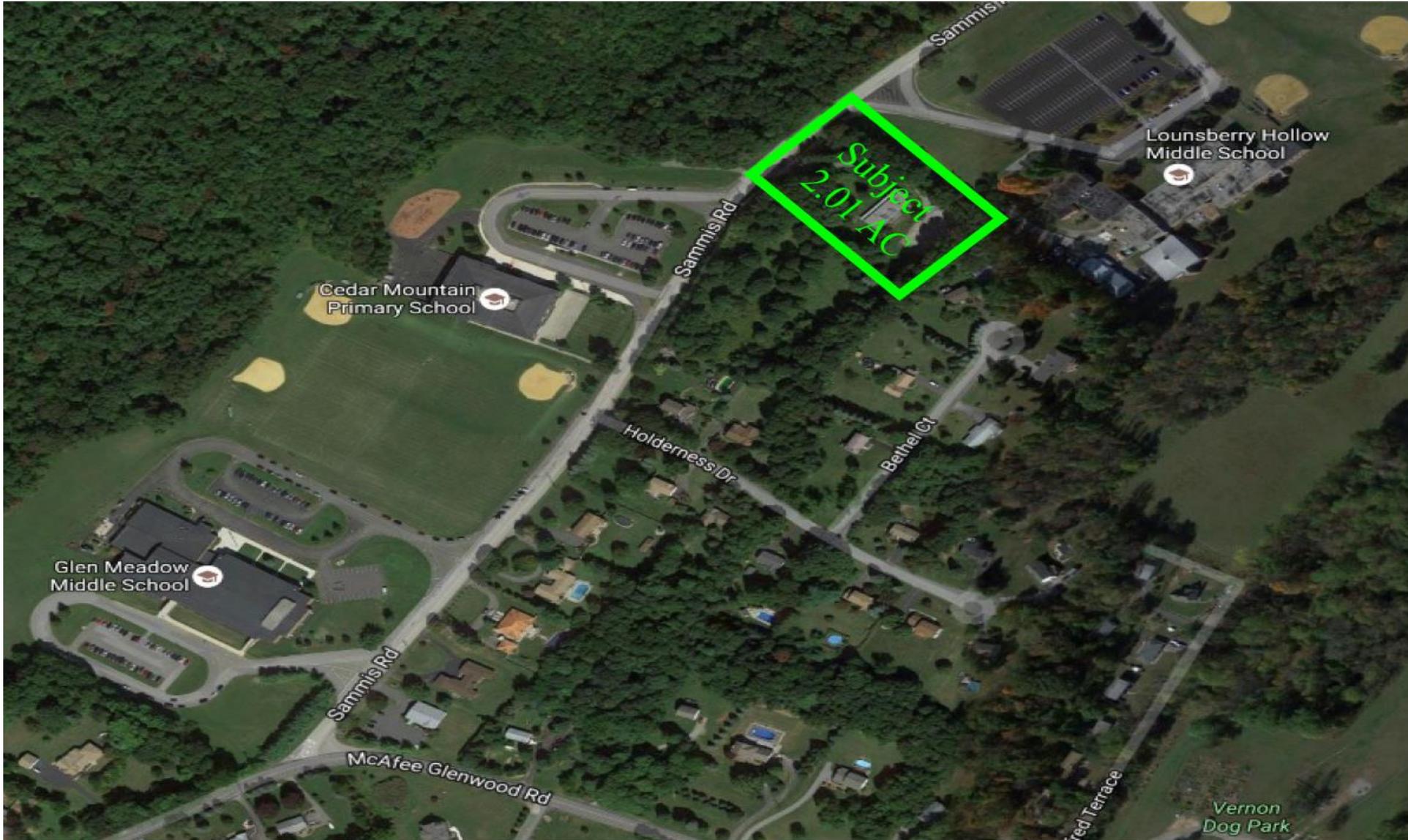
± 330 Acres, Beaumont, CA



± 5.9 Acres - Playa Del Rey, Venice Beach, CA



Vacant Day-Care Center -Vernon, New Jersey



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Closing Remarks Galway Downs

Video <https://www.youtube.com/watch?v=rMQ0-wJY868>

Photos <http://www.galwaydowns.com/galway/photos/>

Thank You!

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