

# 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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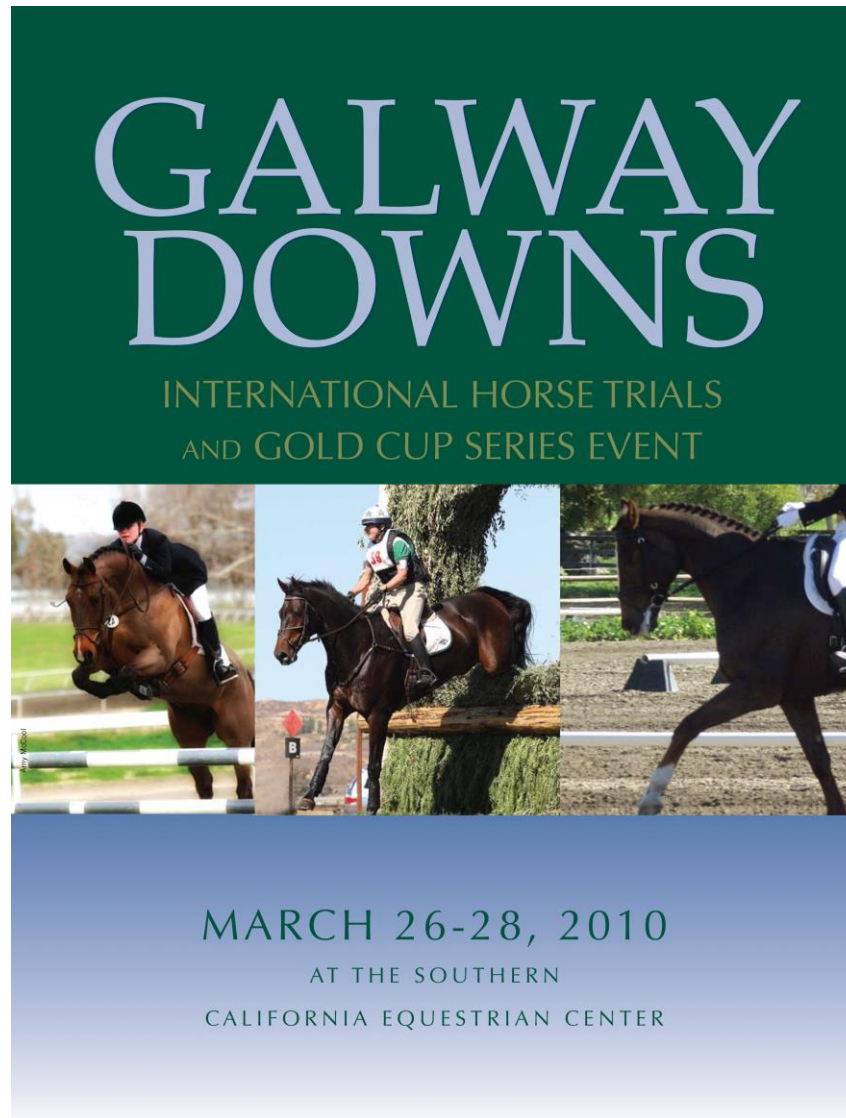


# Galway Downs Equestrian Manager: Robert Kellerhouse



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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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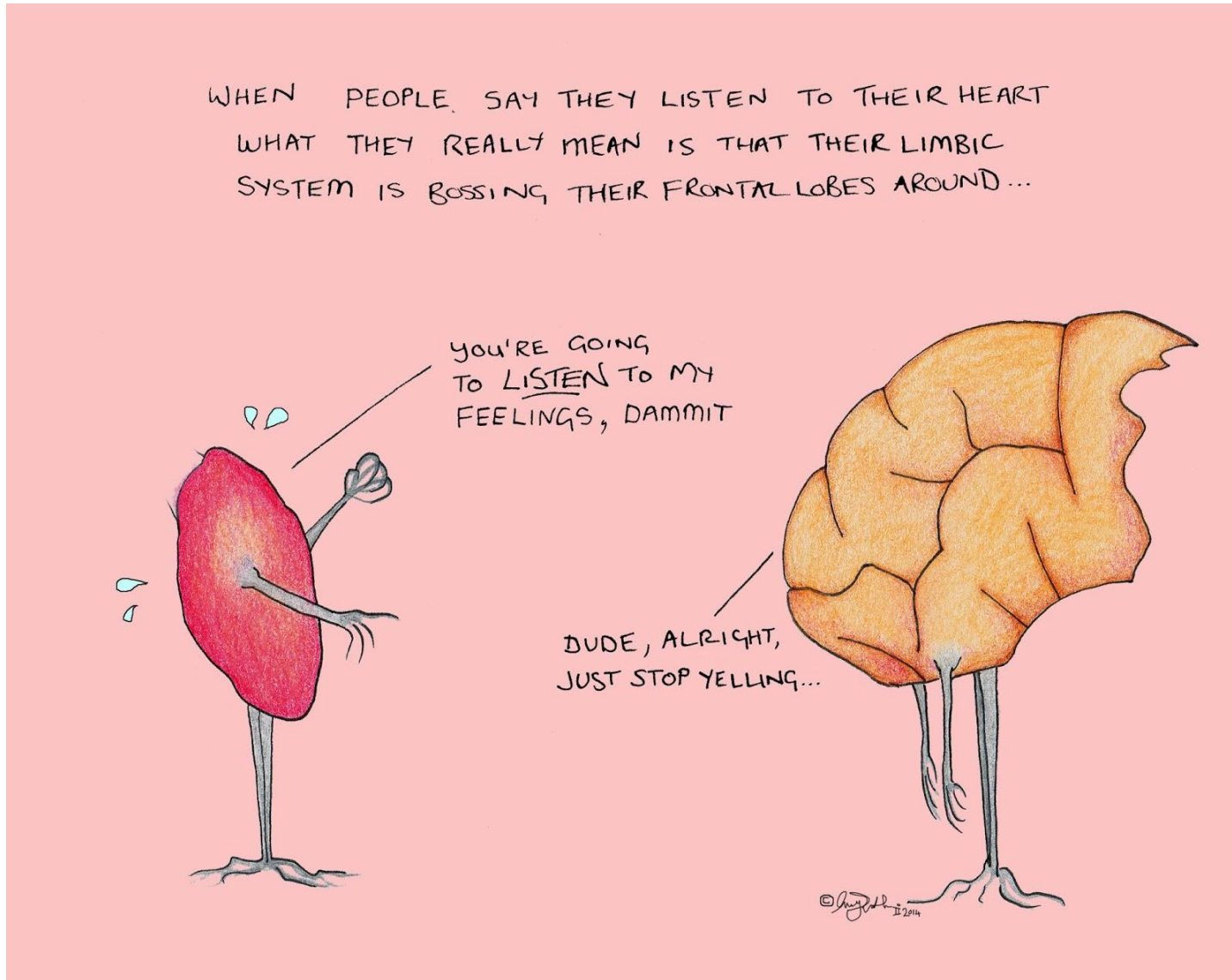


## Fox and Hounds

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# Story Time –Engaging the Emotions





± 330 Acres, Beaumont, CA



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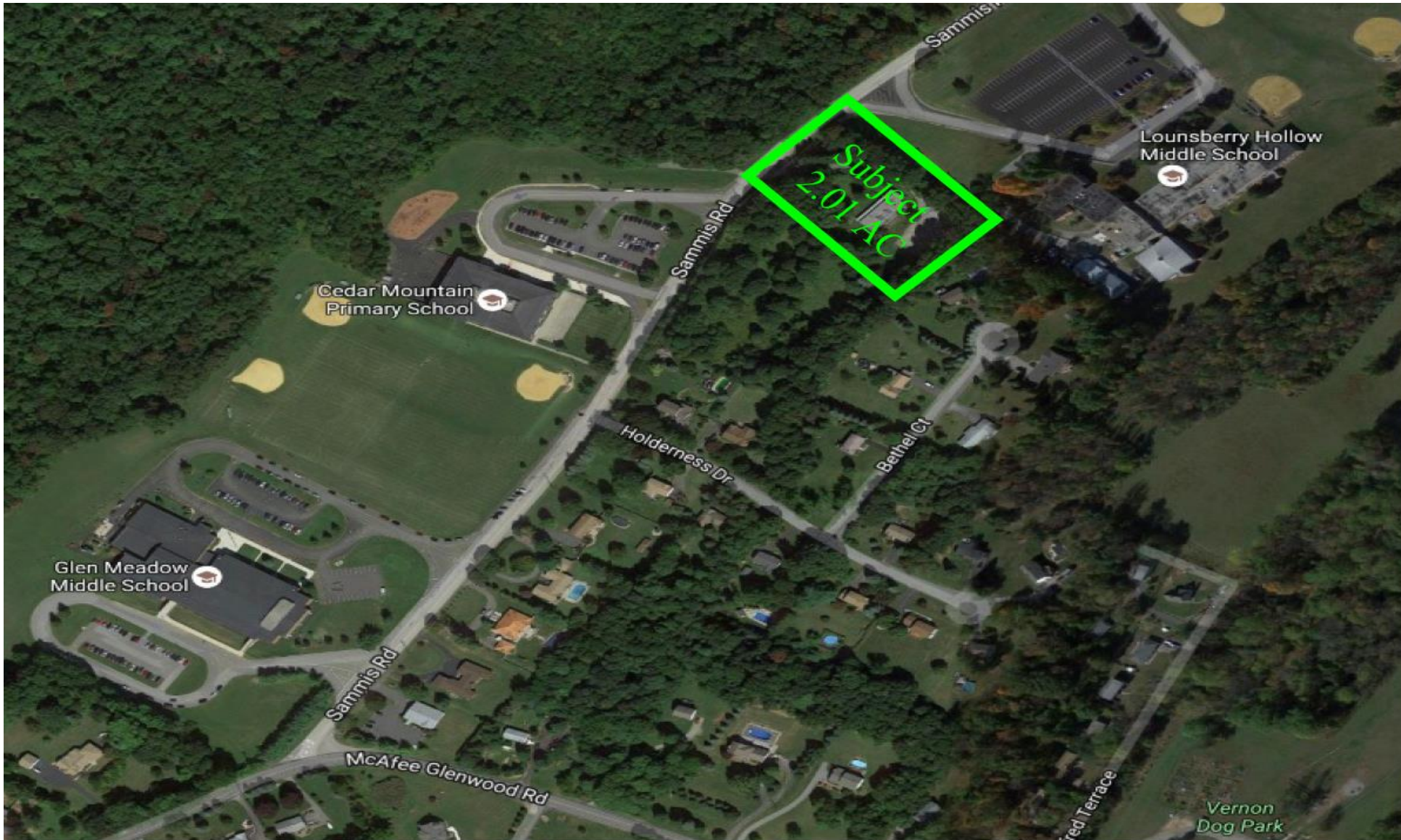


# ± 5.9 Acres - Playa Del Rey, Venice Beach, CA





# 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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