

# THE LAUNCH SEQUENCE™

Launch Development Finance Advisors is a national transaction-based real estate consulting firm focusing on matters of public finance, solely on behalf of the private sector. We assist our clients finance infrastructure, reduce costs, and mitigate risks all with the goal of enhancing project profitability. Using The Launch Sequence™ we achieve these goals by breaking down each transaction into three distinct phases including Planning, Implementation and Management as illustrated below.

## PLANNING

1. Ask The Return Factor Question™
2. Understand The **Project Vision**™
3. Conduct the D.O.S. Conversation®
4. Prepare The **Eligible Cost and Fee Analysis**™
5. Prepare The **Launch Competitive Tax Rate Analysis**™
6. Prepare The **Launch Market Driven Bond Sizing**™
7. Perform The **RED Analysis**™ (Reduce, Eliminate, Defer)
8. Prepare Development Impact Fee Credit Analysis
9. Generate The **Project Cash Flow Analysis**™, Illustrating the Impact of District Financing
10. Draft The **Launch Finance Plan**™ for Presentation to the Jurisdiction

## IMPLEMENTATION

1. Prepare and Utilize The **Project Financing Checklist**™
2. Add Favorable Financing Language to the Annexation or Development Agreement
3. Prepare District Formation Application
4. Coordinate the District Formation Process
5. Assist with District Financing Agreements
6. Review Assessment Methodology (if applicable)
7. Review Appraisal and Market Study
8. Assist in Preparation of District and Developer Sections of the Official Statement
9. Review Bond Documents for Clarity and Consistency of Financial Matters

## MANAGEMENT

1. Public Bidding Assistance
2. Monitor the Status of All Company Special District Activity through The **Launch Control System**™
3. Track Reimbursable Costs through [The Launch Reimbursement System](#)™ (LRS)
4. Prepare and Process Reimbursement Binders using the LRS
5. Perform Developer Continuing Disclosure Obligation
6. Perform The **Lookback Diagnostic Reviews**™ Related to Unreimbursed Construction Costs
7. As Appropriate, Manage District for Landowner/Developer (selected states only)

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