

THE LAUNCH SEQUENCE® OUR PROVEN PROCESS

<u>Launch Development Finance Advisors</u> 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 and returns. 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. Discuss The Project Vision®

- 2. Ask The Return Factor Question™
- 3. Conduct **The Project 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 (DIF) 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 (*if* applicable)
- 8. Assist in Preparation of District and Developer Sections of the Official Statement
- 9. Review Bond Documents for Clarity and Consistency of Financial Matters
- 10. Issue Bonds

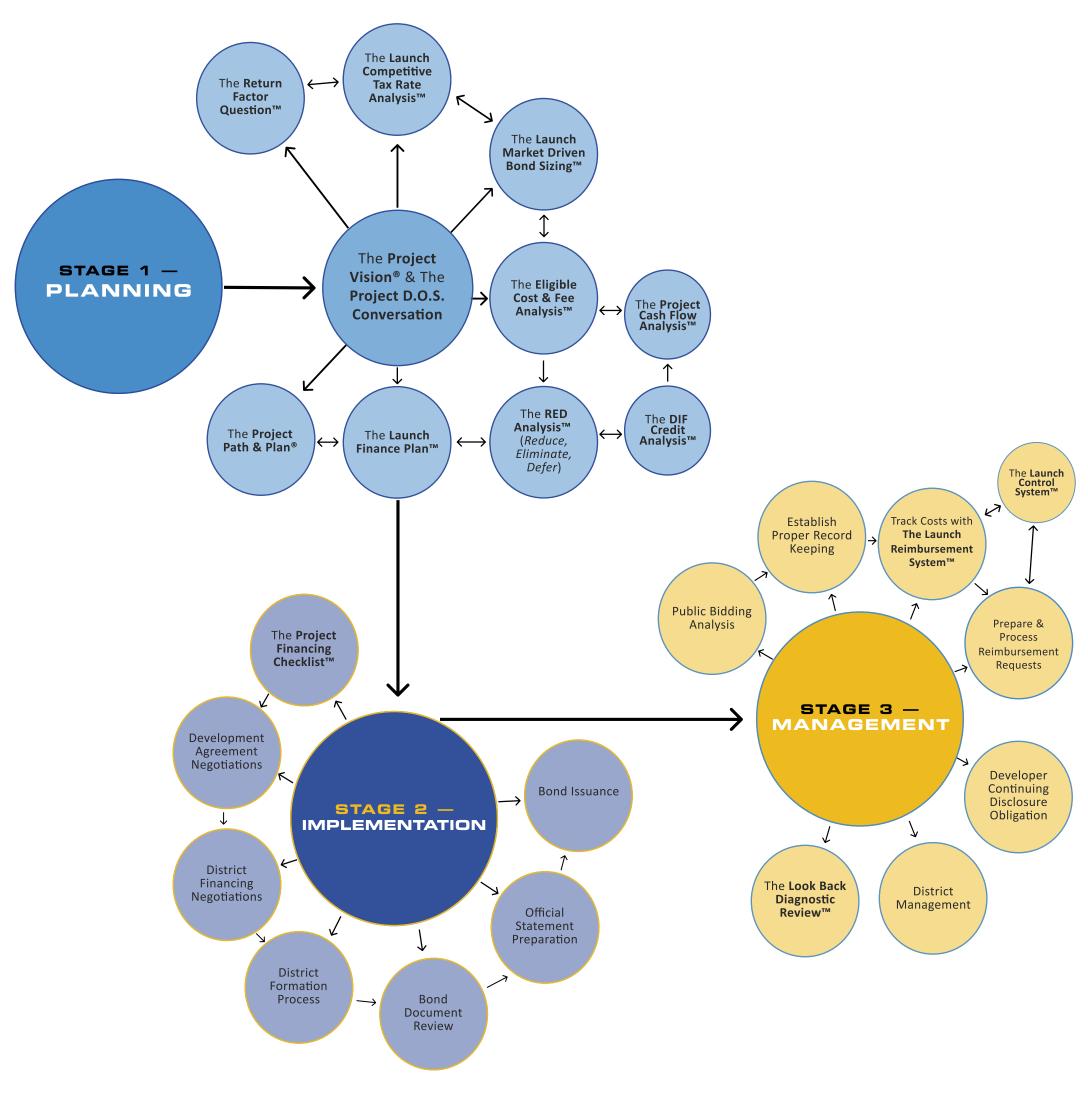
MANAGEMENT

- 1. Provide Public Bidding Analysis
- 2. Establishment Proper Record Keeping
- 3. Track Reimbursable Costs through The Launch
 <a href="Reimbursement System" (LRS)
- 4. Monitor the Status of All Company Special District Activity through **The**Launch Control System™
- 5. Prepare and Process
 Reimbursement Binders
 using the LRS
- 6. Prepare Perform Developer Continuing Disclosure Obligation
- 7. Perform The Lookback
 Diagnostic Reviews™
 Related to Unreimbursed
 Construction Costs
- 8. As Appropriate, Manage District for Landowner/ Developer (selected states only)





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