

# 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. Conduct the D.O.S. Conversation®
2. Prepare The Eligible Cost and Fee Analysis™
3. Research Property Tax Rates of Competitive Development Projects
4. Prepare The Market Driven Bond Sizing™
5. Perform The RED Analysis™ (Reduce, Eliminate, Defer)
6. Prepare Development Impact Fee Credit Analysis
7. Generate Cash Flow and Proforma Analysis, Illustrating the Impact of District Financing
8. Prepare The Project Path & Plan™
9. Draft The Finance Plan™ for Presentation to the Jurisdiction

## IMPLEMENTATION

1. Prepare and Utilize The Project Financing Checklist™
2. Add Favorable Financing Language to the 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 District and Developer Sections of the Official Statement
9. Review Bond Documents for Clarity of Financial Matters

## MANAGEMENT

1. Public Bidding Assistance
2. Monitor the Status of All Company Special District Activity through 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 Lookback Diagnostic Reviews™ Related to Unreimbursed Construction Costs
7. As Appropriate, Manage District for Landowner/Developer (selected states only)

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