

Fellsmere, Florida

From Sand to System

An integrated housing and manufacturing platform.

One system. Six aligned partners.



The Big Idea

A repeatable platform that transforms real estate into a scalable global system by combining five key components.



World-Class Golf

Minimalist, natural, and highly replayable course development.



Scalable Housing

Standardized, resilient living products for products for golf environments.



On-Site Mfg.

Precision-engineered, factory-built components and rapid assembly.



Real Estate Monetization

Built-in channels for sales and rental income generation.



Global Demand

Driving attention through media, competitions, and global travel.

Why This Works Now

Several major global trends are converging to create unprecedented demand for this exact system.



Golf Participation

Global surge in golf participation and tourism driving immense destination demand.



Lodging Shortage

Severe lack of high-quality, modern lodging at major golf destinations worldwide.



Resilient Housing

Rising demand for durable, alternative housing in weather-prone coastal regions.



Prefab Advances

Breakthroughs in modular construction enabling rapid, rapid, scalable global deployment.



Economic Development

Municipalities actively competing for and incentivizing large-scale economic projects.

Why Fellsmere, FL



Strategic Proximity

Inland from Vero Beach, offering direct access to a high-net-worth coastal market.



Weather Resiliency

Functions as a safe, inland escape for coastal residents during severe weather events.



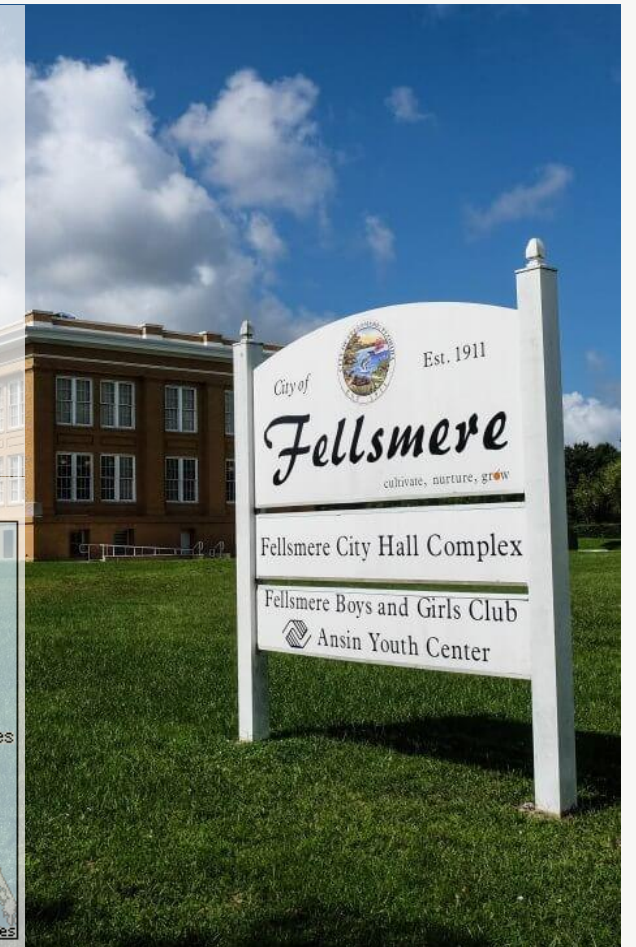
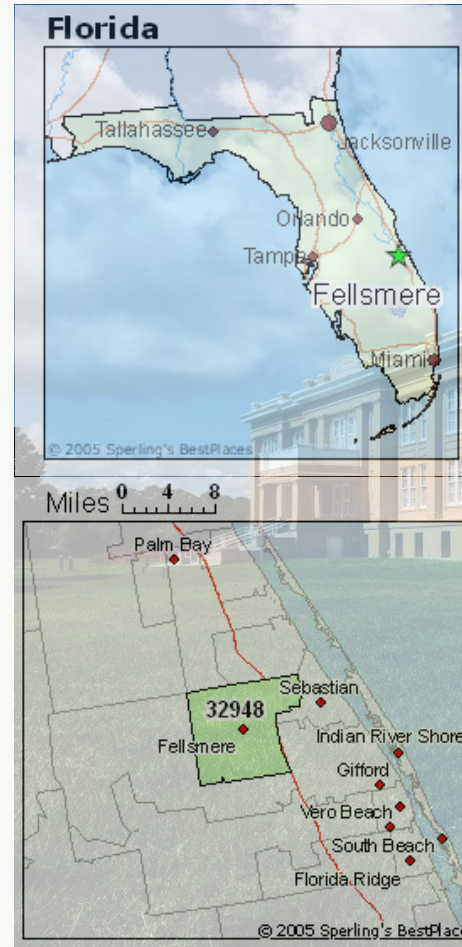
Ideal Terrain

Access to pristine sandy pine forests, providing the perfect canvas for a world-class course.



Civic Alignment

A pro-growth municipality offering expedited permitting and strong strong execution support.



Key Insight
"Close enough to wealth. Far enough to build."

The Six-Partner Platform

One system. Six aligned partners.



Demand • Ops • Media



Product Design System



Course Design & Build



Manufacturing Engine



Real Estate Monetization



Land & Incentives

Partner Highlights I

Foundational partners driving demand, course experience, and product design.



I M R S V

The Demand Engine

Operating system for global golf demand. IMRSV drives golf operations, hospitality and rental management, global competitions, and media/content production.



The Golf Anchor

World-class course builders crafting minimalist, natural, and strategic courses. Their philosophy: They don't impose design—they reveal the land.



The Product System

Four standardized products for golf environments (Bothy, Lodge, Retreat, Golf Cabin). Transforming real estate into a repeatable, scalable channel.

Partner Highlights II

Execution partners enabling manufacturing scale, real estate monetization, and site delivery.



The Manufacturing Engine

Transforming construction into production with precision-engineered light-gauge steel structures, factory-built components, and rapid on-site assembly.



Market Access

Direct access to high-net-worth buyers in Vero Vero Beach. Deep local relationships and proven track record in luxury real estate monetization and marketing.



The Enabling Partner

A pro-growth municipality aligned with execution, offering incentives, tax advantages, expedited permitting, and partnership on land and infrastructure.

Course Vision

Minimalist. Natural. Strategic.

"The course is not the business—it is the catalyst that powers the platform and tourism engine."



Site-Driven Design

A natural layout built seamlessly into the sandy pine forest, revealing the land rather than imposing upon it.



Highly Replayable

Fast, strategic conditions engineered to engage serious golfers while golfers while maintaining broad, inclusive appeal.



Production Capabilities

Manufacturing Hub

Transforming construction into precision production to supply local, regional, and global demand.



100k+ sq ft

State-of-the-art production facility in Fellsmere



Architect.Golf Designs

Producing standardized, scalable product tiers for golf environments.



Showroom & Training

Acts as a central hub for demonstrations, product showcasing, and workforce training.



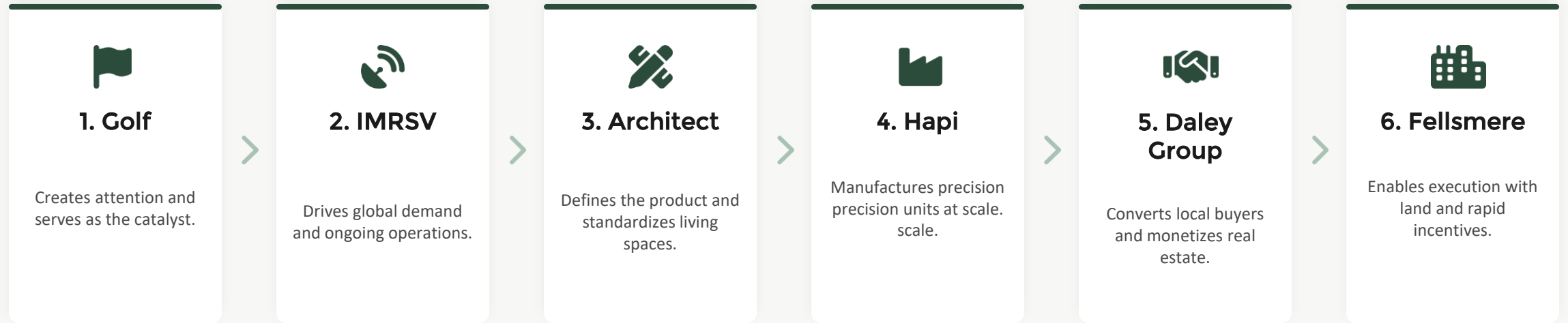
Global Supply Chain

Modular, panelized construction ready for rapid deployment across regions.

"Fellsmere becomes a production hub, not just a destination."

How Everything Connects

A fully integrated workflow from initial demand generation to site execution.



"Every unit is both a product and a revenue asset within the platform."

Revenue Model

A diversified platform generating multiple, synergistic revenue streams.



Real Estate Sales

Direct sales of standardized units to locals seeking storm resilience, high-net-worth coastal buyers, and investors.



Rental Income

Recurring income via platform-managed rental pools, serving golf tourists and offsetting owner costs.



Golf Operations

Greens fees, membership dues, and operational revenue driven by the world-class Rhebb & Johns course.



Events & Competitions

Global competitions, media rights, and content production coordinated through the IMRSV platform.



Manufacturing Output

Direct revenue from the Hapi Homes facility producing and selling units for regional and global deployment.



Replication & Licensing

Future expansion revenue through licensing the Architect.Golf product system to other global destinations.

The Replication Model

Fellsmere is the prototype. We deploy systems, not one-off projects.

Phase 1: The Prototype



Fellsmere, Florida
Establishing the system

Phase 2: Expansion



Multiple Florida Sites
& U.S. Sunbelt

Phase 3: Heritage Markets



Scotland & Ireland
Iconic golf destinations

Phase 4: Global Scale



Global Reach
Top world golf hubs

Build once. Scale everywhere.

Fellsmere is the First. Not the Only.

This is not a traditional development. It's a blueprint for a new category where golf, housing, manufacturing, and media converge.

- ✓ **A Platform Business**
- ✓ **Built-in Demand Generation**
- ✓ **Integrated Manufacturing**
- ✓ **Recurring Revenue Streams**
- ✓ **Global Scalability**

Next Steps for JV Partners

- **Align JV terms and operating agreements**
- **Finalize site control and secure incentives**
- **Phase manufacturing buildout**
- **Pre-sell inaugural living units**
- **Launch course design and activate media flywheel**