



 **PERK DEVELOPMENT**
DEVELOPMENT CLARITY®

ABOUT PERK DEVELOPMENT

Development Clarity® Rooted in Real-World Execution

Perk Development is a real estate development and advisory platform focused on land enhancement, infill opportunities, and high-impact projects across coastal and emerging markets in the Western United States.

We operate at the intersection of development strategy, construction execution, and investment thinking – bringing a practical, grounded perspective to early-stage land decisions. Our work is not theoretical. It is informed by active involvement in complex projects where entitlement, design, capital, and execution must align.

At its core, Perk Development was built on a simple premise:

The most important decisions in a project are made before it begins.

Development Clarity® is the system we've built to support those decisions – providing structured insight into land, risk, and opportunity before capital is committed.

ABOUT BRETT PERKINS

Brett Perkins is a real estate developer and construction professional with over 20 years of experience spanning development, project delivery, and strategic advisory.

His background bridges both development and construction, offering a rare, dual-perspective understanding of how projects move from concept to completion. This includes direct experience in evaluating land, managing complex stakeholders, navigating constraints, and delivering projects within real-world parameters.



Brett currently serves as:

- Director at C.W. Driver Companies
- Founder & Chief of Perk Development
- Managing Partner of Boomtown Ventures
- Chief Executive of Gravel Point Foundation, a 501(c)(3) nonprofit organization
- Advisory Board Member with Urban Land Institute
- Member of the Forbes Business Council

His work is centered on identifying opportunity, reducing uncertainty, and aligning development strategy with execution reality.

OUR PERSPECTIVE

We evaluate every property through a developer's lens – not simply what may be allowed, but what is:

- Physically achievable
- Financially viable
- Entitlement-ready
- Execution-focused

This perspective recognizes that many early-stage assumptions – density, yield, timing, cost – are often misaligned with real-world constraints. Our role is to identify those gaps early, before they translate into risk.

Development Clarity® is structured to progressively refine understanding – from initial signal to actionable strategy – ensuring that each step forward is grounded in informed decision-making.

WHAT THIS MEANS FOR YOU

Engaging Perk Development provides more than information--it provides decision advantage.

You gain:

- Clarity before commitment
- Reduced exposure to avoidable risk
- Faster alignment on whether to pursue or pass
- A developer-informed perspective on opportunity
- Strategic positioning from the earliest stage of a deal

This allows buyers, brokers, sellers, investors and developers to move forward with greater confidence – or walk away with certainty.

POSITIONING STATEMENT

We don't just analyze sites – we help determine what they should become, and whether they should be pursued at all.

In a market where information is abundant but clarity is rare, the ability to make informed decisions early is a meaningful advantage. Development Clarity® exists to provide that advantage.

THE PROBLEM

THE COST OF UNCERTAINTY IN LAND DECISIONS

Land and development decisions are often made with an incomplete understanding of what a site can realistically support. Early assumptions – around density, entitlement pathways, infrastructure capacity, and cost – are frequently formed without the benefit of a structured, developer-level evaluation.

In many cases, these assumptions are shaped by fragmented inputs: broker narratives, surface-level zoning interpretations, comparable sales the lack context, or preliminary concepts that have not been tested against real-world constraints. While each of these inputs may be directionally helpful, they rarely provide a complete or reliable picture of feasibility.

WHERE GAPS TYPICALLY OCCUR

At the earliest stages of a deal, critical questions often remain unanswered:

- What can actually be built on this site – not just theoretically, but practically?
- How do physical constraints, access, topography, and utilities impact yield?
- What level of entitlement risk exists, and how might it affect timeline or cost?
- Are current pricing assumptions aligned with realistic development outcomes?

Without clarity on these variables, decisions are made in a partial vacuum – introducing risk before a project has even begun.

THE DOWNSTREAM IMPACT

When early assumptions are misaligned with reality, the consequences compound:

- Overpaying for land based on inflated or unverified development potential
- Missed opportunities where viable sites are overlooked due to lack of insight
- Delays in execution as unknowns surface during entitlement or design
- Misallocation of capital driven by incomplete or inaccurate information
- Erosion of deal confidence among partners, lenders, or stakeholders

These outcomes are not the result of poor intent – they are the result of incomplete visibility at the front end of a project.

Development Clarity® was created to address this gap – bringing structure, perspective, and actionable insight to the earliest stage of land evaluation.

THE SOLUTION

A STRUCTURED PATH TO DEVELOPMENT CLARITY®

Development Clarity® is a tiered system designed to bring structure and confidence to early-stage land decisions. It translates fragmented inputs – parcel data, zoning context, site conditions, and market signals – into a cohesive, developer-informed perspective.

FROM SIGNAL TO STRATEGY

Each level of the system builds upon the last, refining understanding and reducing uncertainty:

Signal → Validation → Strategy → Execution

- **Signal** identifies early indicators of opportunity and constraint
- **Validation** tests assumptions against real-world conditions
- **Strategy** frames how a site can be positioned and approached
- **Execution** aligns decisions with practical development outcomes

This progression ensures that decisions are not made prematurely, but instead evolve with increasing clarity.

DESIGNED FOR REAL-WORLD DECISIONS

Development Clarity® is built for those actively evaluating land – buyers, brokers, owners, and investors who require more than general information.

It is designed to answer critical questions such as:

- Is this site worth pursuing?
- What is the realistic development potential?
- Where are the risks – and how can they be mitigated?
- How should this opportunity be positioned moving forward?

By addressing these questions early, the system reduces the likelihood of misalignment later in the process.

A TIERED SYSTEM, NOT A ONE-SIZE APPROACH

Every deal operates on a difficult timeline and level of urgency. Development Clarity® is structured to meet clients where they are:

- **Super Quick Inquiry®** – early signal
- **Development Snapshot** – directional understanding
- **Readiness Audit** – pre-acquisition clarity
- **Decision Package** – strategic positioning
- **Rapid Fire Intensive** – real-time execution support

Clients engage at the level that aligns with their stage, then move deeper as needed.

THE OUTCOME

The result is a more disciplined, informed approach to land decisions – where risk is identified earlier, opportunities are better understood, and next steps are defined with greater confidence.

Development Clarity® transforms uncertainty into structured decision-making.

HOW IT WORKS

FROM PROPERTY TO CLARITY IN FOUR STEPS

1. Submit Property
2. We Analyze Data
3. Receive Insight
4. Go Deeper

SUPER QUICK INQUIRY®

Fast Signal. Immediate Direction.

The Super Quick Inquiry® is the fastest way to gain early-stage clarity on a property before investing time or capital. Designed for buyers, brokers, and owners in the initial evaluation phase, it provides a concise, professional snapshot of key parcel characteristics, opportunity signals, and potential constraints.

While intentionally high-level, it offers enough insight to determine whether a site warrants further attention or deeper analysis. It's the first step in moving from assumption to informed direction –quickly and without obligation.

Includes:

- Parcel size + basic data
- Location context
- Opportunity signals
- Key considerations
- Opportunity score
- Recommended next step

Deliver:

Same day / within 24 hours

Outcome:

A fast, professional read on whether a site is worth pursuing.

DEVELOPMENT SNAPSHOT (\$2,500)

Directional Feasibility, Without the Wait

The Development Snapshot provides a focused, developer-minded review of a property's potential, delivering early-stage feasibility insight without the delay of full diligence. It translates raw parcel data, zoning context, and site conditions into clear, actionable direction for those evaluating next steps.

This level is designed to replace guesswork with informed perspective – highlighting potential uses, identifying key risks, and framing initial development scenarios. It offers a strong directional understanding of what a site could become, while identifying where further validation may be required.

Includes:

- Property + parcel analysis
- High-level zoning overview
- Conceptual density range
- Site observation
- 1-2 development scenarios
- Key risks / considerations
- Strategic recommendation

Delivery:

3-6 page PDF + 20-minute call

Outcome:

Clear direction on potential, constraints, and next steps.

WILSON
CREEK
WINERY
TENEUCULA
VALLEY

READINESS AUDIT (\$4,950)

Pre-Acquisition Clarity

The Readiness Audit is built for serious decision-making, offering a deeper level of clarity for buyers and investors preparing to move forward. It refines zoning interpretation, evaluates site constraints, and provides a more structured understanding of development feasibility before capital is committed.

This level goes beyond directional insight to support real acquisition decisions – helping determine whether a site is viable, how it may perform, and what risks or unknowns remain. It is often the critical step between interest and action.

Includes:

- Refined zoning interpretation
- Directional density validation
- Site + layout considerations
- Parking + access review
- Utility / Infrastructure overview
- Opportunity + risk analysis
- Go / No-Go recommendation

Delivery:

6-10 page report + strategy call

Outcome:

Confidence to move forward—or walk away.

DECISION PACKAGE (\$7,950)

Investor-Grade Strategy

The Decision Package delivers investor-grade analysis and strategic framing, designed for those who need to move beyond feasibility into positioning and execution. It evaluates multiple development paths, identifies highest and best use scenarios, and provides insight into how a site can be approached competitively.

This level is particularly valuable for investors, brokers, and capital partners seeking to understand not just what is possible – but how to structure the opportunity, manage risk, and create advantage. It combines analysis with strategy to support confident, informed decisions.

Includes:

- Highest & best use scenarios
- Multiple development strategies
- Market positioning insight
- Risk-adjusted opportunity framing
- Negotiation leverage observations
- Executive summary

Deliver:

Executive report + 45-minute strategy call

Outcome:

Clarity not just on feasibility – but how to win the deal.

RAPID FIRE INTENSIVE (\$12,500)

High-Speed, High-Stakes Strategy

The Rapid Fire Intensive is a high-touch, real-time engagement designed for active deals, premium sites, and time-sensitive decisions. It brings developer-level thinking directly to the property through on-site evaluation, live discussion, and immediate strategic analysis.

This level is best suited for situations where timing, complexity, and stakes are elevated. It allows for rapid alignment, immediate risk identification, and collaborative problem-solving – delivering clarity at the pace required to move forward with confidence.

Includes:

- On-site walkthrough
- Live strategy session
- Real-time scenario analysis
- Immediate risk identification
- Execution roadmap

Deliver:

On-site session + summary memo

Outcome:

Immediate clarity when timing matters most.

WHY PERK DEVELOPMENT?

WE THINK LIKE DEVELOPERS—BECAUSE WE ARE

Our approach is grounded in real-world execution, not theoretical analyses.

What Sets Us Apart:

- Developer-minded thinking
- Infill + coastal specialization
- Fast, actionable insight
- Strategy beyond reports

Our Philosophy:

We don't just tell you what a site is.

We help determine what it should become—and how to get there.

HAVE A PROPERTY WORTH EVALUATING?

Start with a Super Quick Inquiry® or request a deeper level of clarity.

Options:

- Analyze My Property
- Request a Development Snapshot
- Schedule Strategy Call

Better Decisions Start with Better Visibility.

Apple Pie
a la
Mode

Breakfast
Lunch
Dinner

PRICING LEVEL MATRIX

Category	SUPER QUICK INQUIRY®	DEVELOPMENT SNAPSHOT	READINESS AUDIT	DECISION PACKAGE	RAPID FIRE INTENSIVE
Purpose	Fast Initial Signal	Directional Feasibility	Pre-Acquisition Clarity	Investor-Level Decision Support	High-Speed Deal Strategy
Delivery Format	Email / 1-Page Summary	3-6 Page PDF + Call	6-10 Page PDF + Call	Executive Memo + Strategy Call	On-Site + Live Session + Summary
Turnaround	Same Day	2-4 Days	3-5 Days	4-7 Days	Immediate / Priority
Property Overview	Basic	Detailed	Detailed	Detailed	Live + Contextual
Location Context	Basic	✓	✓	✓	(Live Discussion)
Zoning Review	High-Level	High-Level	Validated Directionally	Deeper Interpretation	Strategic Implications
Conceptual Density Range	Rough Signal	✓	Refined	Scenario-based	Live Strategy
Market Positioning Insight	Basic	✓	✓	✓	✓
Parcel Data	✓	✓	✓	✓	✓
Opportunity Signals	✓	✓	✓	✓	✓
Key Considerations / Risks	✓	✓	Expanded	Risk-Adjusted	Live Mitigation
Opportunity Score	✓	✓	✓	✓	✓
Go / No-Go Recommendation	✓	✓	✓	✓	✓
"What to Validate Next"	✓	✓	✓	✓	✓
Site / Layout Observations	-	Basic	✓	✓	Real-Time
Development Scenarios	-	1-2 Concepts	Refined	Multiple Strategies	Live Exploration
Highest & Best Use Analysis	-	Directional	✓	Deep	Strategic
Utility / Infrastructure Review	-	-	High-Level	Expanded	Strategic Implications
Parking / Access Review	-	-	✓	✓	✓
Investment / Strategy Framing	-	-	Basic	Strong	Advanced
Executive Summary	-	-	✓	Investor-Grade	✓
Entitlement Path Insight	-	-	Intro	✓	✓
Cost / Complexity Signals	-	-	High-Level	✓	✓
Strategy Call	-	20 Min	30 Min	45 Min	Included Live
Negotiation Leverage Insights	-	-	-	✓	✓
Comparative Site Analysis	-	-	-	✓	✓
On-Site Visit	-	-	-	-	✓
Live Strategy Session	-	-	-	-	✓
Priority Access	-	-	-	-	✓
Customization Depth	Low	Moderate	High	Very High	Maximum

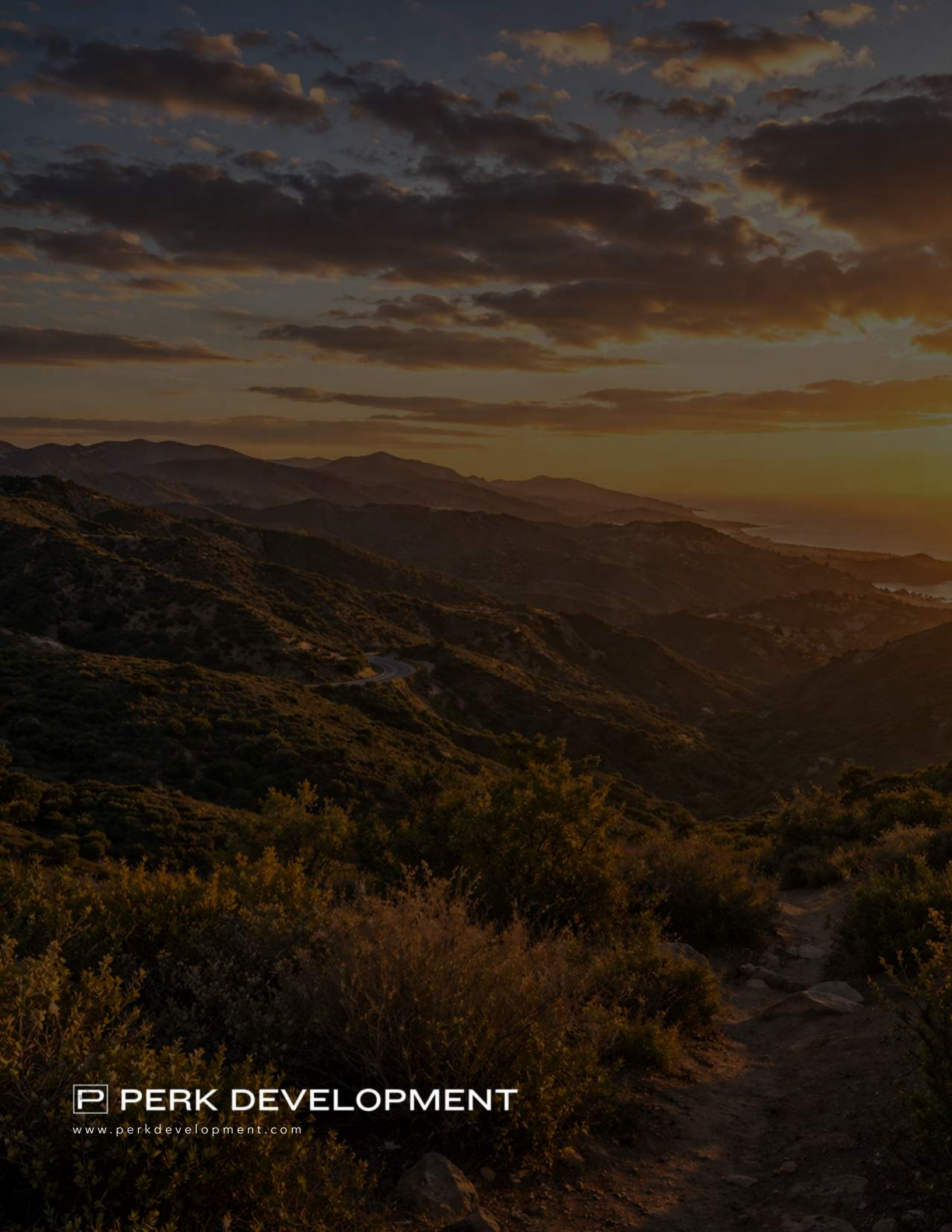
FREE

\$2,500

\$4,950

\$7,950

\$12,500



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