

ICON

Positioning

Clarity

Value

Opportunity

Platform



ICON

How assets and projects  
become better products in the market.

Icon  
Positioning. Clarity. Value.



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Every asset holds a position in the market.

The strength of that position determines:



Real value



Development potential



Investment appeal



Sell ability

Real assets  
transformed.

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Elevated positioning transforms real property from a static asset into clear opportunity.

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**Strategy**

Market.  
Intelligence.  
Scenarios  
Narrative.



**Economics**

Use.  
Sizing.  
Unit mix.  
Massing.



**Policy**

Regulation.  
Entitlement.  
Permitting.  
Community.



**Opportunities**

Direction.  
Performance.  
Structure.  
Execution.

CAD  
Certified Asset Design



A project with position shifts an uncertain asset into a valuable one.

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The asset is structured into a superior product without cost drift or wasted spend.



CAD  
Certified Asset Design

ICON

ensures the asset

**Uncovers**

hidden value

**Strengthens**

development

**Compels**

investment

**Delivers**

Opportunistic paths  
(sell, redevelop, hold)



There is no shortage of assets.  
Rather those that move or don't.

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**PRODUCT** fit



**MARKET** optionality



**ASSET** premium

Value emerges when the right product meets the right market.



→ CAD  
Certified Asset Design



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Icon doesn't force strategy – it level sets the optimal ones.

Aligned pathways for owners by owners:



**Reposition**

Product refinement



**Hold**

Long-term growth



**Develop**

Build wealth



**Realize**

Sell. Develop. Reposition.



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Real Assets.

Categorized

Operationalized

Standardized

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