

N4S Dashboard — Documentation

N4S — Luxury Residential Advisory Platform

1. Overview

Welcome to N4S

N4S (Not-for-Sale) is a comprehensive luxury residential advisory platform designed for ultra-high-net-worth families developing custom homes. Unlike traditional real estate tools focused on transactions, N4S captures and validates the unique requirements of bespoke mansions—homes that will never hit the market because they're built specifically for one family's lifestyle.

Think of N4S as your pre-design concierge. We ensure that when you engage architects, designers, and builders, everyone starts with a validated brief that reflects how you actually live—not assumptions based on square footage and bedroom count.

The N4S Value Proposition

✓ **Capture Lifestyle, Not Just Requirements**

Move beyond room lists to understand how your family actually lives, entertains, and operates day-to-day

✓ **Validate Before You Design**

Catch conflicts between spaces before they become expensive redesigns—like discovering your guest suite shares a wall with your home theater

✓ **Benchmark Against Best Practices**

Compare your program against tier-appropriate benchmarks from luxury residences worldwide

✓ **Brief Your Team Consistently**

Generate validated briefs that give every consultant—architect, designer, landscape—the same foundation

The N4S Journey

N4S guides you through six interconnected modules, each building on the previous to create a comprehensive, validated mansion program. The journey typically takes 3-5 weeks of client engagement, but the insights shape years of design and construction.



Who Uses N4S?

Families

Capture your lifestyle requirements and design preferences in a structured format that architects and designers can actually use.

Advisors

Guide your UHNW clients through the pre-design process with professional tools that demonstrate value beyond traditional real estate services.

Architects

Receive validated briefs with adjacency requirements, space programs, and design preferences—not vague wish lists.

2. Workflow

The Complete N4S Journey

Each module in N4S builds on the previous, creating a comprehensive foundation for your mansion program. Complete them in order for best results—later modules depend on earlier inputs.



Module 1: KYC – Know Your Client ACTIVE

🕒 2-4 hours

The foundation of your N4S journey. KYC captures everything about how you live, what you value, and what you need from your home. Every subsequent module draws from this rich profile.

KEY SECTIONS:

Portfolio Context

Family & Household

Project Parameters

Budget Framework

Design Preferences

Lifestyle & Living

Space Requirements

PRODUCES:

- Lifestyle profile for the household
- Design DNA (taste preferences)
- Initial space requirements
- Target square footage and tier



Module 2: FYI – Find Your Inspiration

ACTIVE

🕒 1-2 hours

Transform lifestyle requirements into a quantified space program. Select sizes for each room, organize by zone, and see your total program take shape.

KEY FEATURES:

Zone-Based Organization

S/M/L Sizing

Level Assignment

Structure Support

PDF Export

PRODUCES:

- Complete space program with SF allocations
- Zone breakdown (Private, Living, Wellness, Support)
- Level distribution
- Program brief for MVP validation



Module 3: MVP – Mansion Validation Program

ACTIVE

🕒 30-60 min

Validate your adjacency logic before design begins. Answer layout questions, compare against benchmarks, and catch red flags that would be costly to fix later.

KEY FEATURES:

10 Layout Questions Adjacency Matrix Red Flag Detection Bridge Recommendations Module Scoring

PRODUCES:

- Validated adjacency matrix
- Red flag report (must-resolve conflicts)
- Bridge recommendations (operational transitions)
- Module scores (80+ target for each)



Module 4: KYM – Know Your Market

ACTIVE

🕒 1-2 hours

Benchmark your project against real market data. KYM provides comparable property analysis, demographic intelligence, land acquisition search, and a Buyer Alignment Matrix (BAM) that scores how well your program matches your target market.

KEY FEATURES:

Market Analysis Comparable Properties Land Acquisition Search Demographics Buyer Alignment (BAM)

PRODUCES:

- BAM alignment score (Client + Market)
- Comparable property analysis
- Land parcel search results

→ Demographic buyer personas



Module 5: KYS – Know Your Site ACTIVE

🕒 30-60 min per site

Evaluate potential building sites with a structured 31-factor scoring system across 7 categories. Each site receives a traffic-light recommendation (GO/AMBER/NO-GO) with 10 deal-breaker checks that can override the score.

KEY FEATURES:

7 Assessment Categories

31 Scoring Factors

10 Deal-Breakers

Traffic Light Scoring

Multi-Site Comparison

PRODUCES:

- GO / AMBER / NO-GO recommendation
- Site constraint register
- Deal-breaker report
- Site comparison matrix



Module 6: VMX – Vision Matrix ACTIVE

🕒 30-60 min

The cost analysis engine. VMX translates your spatial program, quality tier, location, and site conditions into a structured budget trajectory using a 7-category elemental cost model based on ASTM UniFormat II. Compare scenarios and stress-test your budget.

KEY FEATURES:

7-Category Cost Model

Scenario Comparison

Location Multipliers

Typology Adjustments

Lite + Pro Modes

PRODUCES:

- Cost trajectory per category
- Budget scenario comparison (A vs B)
- Key cost drivers analysis
- Client pack PDF export

Typical Timeline

• **Week 1**

Discovery

Complete KYC module. Principal and Secondary respondents capture lifestyle, preferences, and requirements.

• **Week 2**

Programming

Complete FYI module. Translate requirements into quantified space program with zone assignments and sizing.

• **Week 3**

Validation

Complete MVP module. Validate adjacencies, resolve red flags, and generate validated brief for design team.

• **Week 4**

Market & Site

Complete KYM module for market benchmarking and BAM scoring. Complete KYS for site evaluation with GO/NO-GO recommendation.

• **Week 5**

Budget & Handoff

Complete VMX cost analysis. Generate client pack with validated brief, cost trajectory, and all module outputs for design team handoff.

3. Gates & Validation

Key Milestones & Gates

The N4S journey includes several decision gates—moments where you validate progress before moving forward. These gates ensure quality and prevent costly rework later in the design process.

Gate
0

KYC Complete

When: After completing all required KYC sections for Principal (and Secondary if applicable)

PASS CRITERIA:

- ✓ Target square footage defined
- ✓ Family composition captured
- ✓ Operating model selected
- ✓ Design preferences completed (taste exploration)
- ✓ Budget framework established

UNLOCKS:

FYI module access with pre-populated space recommendations

Gate 1

Program Complete

When: After completing FYI space program with all zones configured

PASS CRITERIA:

- ✓ All required spaces included
- ✓ Sizes selected (S/M/L) for each space
- ✓ Levels assigned
- ✓ Total SF within $\pm 10\%$ of target
- ✓ Zone balance reasonable

UNLOCKS:

MVP module access with program data loaded

Gate
2

Adjacency Validated

When: After MVP validation passes all checks

PASS CRITERIA:

- ✓ Zero critical red flags

- ✓ All required bridges enabled
- ✓ Module scores ≥ 80 for all 8 modules
- ✓ Layout questions completed

UNLOCKS:

Validated brief generation, ready for design team handoff

Gate
3

Market Positioned

When: After KYM Buyer Alignment Matrix scoring completes

PASS CRITERIA:

- ✓ BAM combined score $\geq 80\%$
- ✓ Client satisfaction score $\geq 80\%$
- ✓ Market appeal score $\geq 80\%$
- ✓ Comparable analysis reviewed

UNLOCKS:

Site evaluation with market context, land acquisition search

Gate
4

Site Validated

When: After KYS site assessment produces GO recommendation

PASS CRITERIA:

- ✓ Traffic light: GREEN (score 4.0-5.0)
- ✓ Zero triggered deal-breakers
- ✓ No more than 2 RED categories
- ✓ No more than 3 AMBER categories

UNLOCKS:

VMX cost analysis with site-specific typology and land cost inputs

Gate
5

Budget Validated

When: After VMX cost trajectory falls within KYC budget constraints

PASS CRITERIA:

- ✓ Grand total within KYC budget framework
- ✓ No category exceeds guardrail limits
- ✓ Budget watchouts reviewed and acknowledged
- ✓ Client pack generated for design team

UNLOCKS:

Gate Philosophy

N4S gates are designed to catch problems early when they're cheap to fix. A red flag caught in MVP costs nothing to resolve —just change a setting. The same conflict discovered during construction could cost hundreds of thousands of dollars and months of delay.

KYC/FYI

Free to change

MVP

Free to change

Schematic Design

\$10K-50K to change

Construction

\$100K+ to change

4. Reference

Reference Guide

Quick reference for N4S terminology, module summaries, and key concepts.

Module Quick Reference

MODULE	FULL NAME
PRIMARY OUTPUT	STATUS
KYC	Know Your Client
Lifestyle profile, Design DNA	ACTIVE
FYI	Find Your Inspiration
Space program with SF allocations	ACTIVE
MVP	Mansion Validation Program
Validated adjacency brief	ACTIVE
KYM	Know Your Market
BAM score, market analysis, land search	ACTIVE
KYS	Know Your Site
GO/AMBER/NO-GO recommendation	ACTIVE

VMX

Vision Matrix

Cost trajectory, budget scenarios

ACTIVE

Program Tiers

N4S uses tiers to apply appropriate benchmarks based on your target square footage. Larger homes require more sophisticated adjacency logic.

5K

< 7,500 SF

Efficient luxury. Core program with essential staff support.

10K

7,500 - 12,500 SF

Expanded program. Dedicated guest wing, enhanced wellness.

15K

12,500 - 17,500 SF

Full program. Multiple zones, comprehensive back-of-house.

20K

17,500+ SF

Estate scale. Complex operations, multiple structures.

Respondent Types

Principal

Primary decision-maker who completes all sections. Captures core project parameters, budget, and household composition.

Scope: All 9 KYC sections

Secondary

Spouse or co-decision-maker who provides their own perspective. Selections are additive to the Principal's choices.

Scope: Design, Lifestyle, Space (P1.A.5/6/7)

Glossary

▼ View All Terms

Adjacency

The spatial relationship between two rooms (Adjacent, Near, Buffered, or Separated).

Benchmark

The recommended configuration for homes of a specific tier, based on luxury residence best practices.

Bridge

A specialized transition space that enables buffered relationships while maintaining functionality (e.g., Butler Pantry, Sound Lock).

Design DNA

Your visual preference profile generated from the KYC taste exploration, showing affinities across 10 design categories.

Gate

A validation checkpoint that must pass before proceeding to the next phase.

Operating Model

How your household runs day-to-day—casual vs. formal, self-sufficient vs. fully staffed.

Privacy Posture

Your tolerance for visibility between zones—from open-plan living to strict acoustic separation.

Red Flag

A critical violation in MVP that represents a fundamental failure in mansion programming.

Space Program

The complete list of rooms in your home with square footage allocations and zone assignments.

Tier

Your project's size category (5K, 10K, 15K, 20K) which determines which benchmarks apply.

Zone

A functional grouping of related spaces (Private, Living & Entertainment, Wellness & Recreation, Support Amenities).

Data Flow

N4S modules share data through a centralized context. Changes in earlier modules automatically flow to later modules.

KYC → **FYI** Target SF, family size, lifestyle inputs, LuXeBrief living responses

FYI → **MVP** Space program, zones, level assignments, tier detection

KYC + FYI → **KYM** Location, target SF, budget tier for market benchmarking

KYM → **KYS** Land parcels from acquisition search → site library

KYC + FYI + KYS → **VMX** Target SF, quality tier, location, typology, land cost, program bias

All Modules → **Brief** Validated program + market + site + budget for design team