

KYS (Know Your Site) – Documentation

N4S — Luxury Residential Advisory Platform

1. Overview

What is KYS?

KYS (Know Your Site) is a gateway assessment module that evaluates whether a potential site can accommodate your validated program before capital is committed. It answers the critical question: can THIS site deliver what we need for THIS mansion?

Site selection is one of the most consequential decisions in luxury residential development. The wrong site can create constraints that compromise your vision, limit resale potential, or result in years of unsold inventory. KYS provides an objective framework to evaluate sites against your specific program requirements.

The Palazzo Problem

A successful client wanted to build an authentic Italian Palazzo in Palm Beach. He bought a site that appeared adequate but had critical misalignments:

- ✖ **Too Long and Narrow**

Only the master bedroom got ocean views — other principal rooms faced neighbors

- ✖ **Adjacent to Hotel**

Privacy and context issues that couldn't be mitigated through design

- ✖ **Wrong Neighborhood Values**

Surrounding homes were \$15-25M, creating a price ceiling below his \$60M+ target

- ✖ **No Market for Style**

Ornate Palazzo style had no buyer demand in that micro-market

He built a magnificent house that hasn't sold in over 4 years. **KYS prevents this outcome** by identifying these misalignments before acquisition.

Primary Outcomes

✓ GO/NO-GO Recommendation

Clear traffic light assessment with supporting rationale

✓ Deal-Breaker Detection

Early identification of fatal site issues that cannot be mitigated

✓ Multi-Site Comparison

Objective ranking when evaluating multiple candidate sites

✓ KYM Handoff

Site context and market insights flow forward to inform positioning

What's Included

7

Assessment Categories

Comprehensive evaluation framework covering all site dimensions

31

Scoring Factors

Detailed sub-factors with scoring guides for consistent evaluation

10

Deal-Breakers

Automatic RED flags for conditions that cannot be mitigated

4

Site Comparison

Evaluate and rank up to four candidate sites side-by-side

2. Workflow

KYS Assessment Workflow

Complete these steps to evaluate a potential site against your validated program. The goal is to make an informed GO/NO-GO decision before committing capital.

Position in N4S Journey

KYS comes after KYM because site assessment needs both the validated program (from MVP) AND market context (from KYM). A client might start thinking 10,000 SF but after FYI and MVP validation, realize they need 15,000 SF. KYM then establishes what the market will bear for that program. Only then can we properly assess if a specific site works.

1 KYC — Know Your Client

Define vision, lifestyle, and flexibility index

2 FYI — Find Your Inspiration

Build space program with rooms and square footages

3 MVP — Master Validation

Validate adjacencies and lock final program tier

4 KYM — Know Your Market

Establish market context, comps, and price positioning

5 KYS — Know Your Site

Evaluate if candidate sites can accommodate validated program in market context

Assessment Steps

1 Add Site

Create a new site assessment with basic property information: address, asking price, lot dimensions, and zoning.

2 Score Categories

Work through each of the 7 categories, scoring factors from 1-5 based on site investigation findings.

3 Review Deal-Breakers

The system automatically checks for deal-breaker conditions based on your scores and flags any triggered.

4 Compare Sites

If evaluating multiple sites, use the comparison view to rank them objectively.

5 Document Handoff

Record site constraints and market insights that flow to KYM module.

Data Flow

Inputs from Prior Modules

From KYC: Client flexibility index, vision description, budget parameters

From FYI: Target SF, footprint requirements, number of levels, guest house needs

From MVP: Validated tier (5K/10K/15K/20K), final adjacency requirements

From KYM: Market comparables, price positioning, buyer demographics, neighborhood context

Sites from KYM's Land Acquisition search are manually added to the KYS Site Library by the advisor. This is not an automatic import — the advisor selects which parcels to evaluate.

Outputs (Site Selection Report)

Site Assessment: GO/NO-GO recommendation with supporting rationale

Constraint Documentation: Site-specific constraints for design team

Deal-Breaker Log: Any waived deal-breakers with client acknowledgment

3. Gates & Validation

Traffic Light System

KYS uses a traffic light system to provide clear GO/CAUTION/NO-GO recommendations. Scores are calculated from the weighted average of category scores, with override rules for deal-breakers and multiple category failures.



Score: 4.0 - 5.0

GREEN

Strong alignment between site and program. Proceed with acquisition.



Score: 2.5 - 3.9

AMBER

Concerns exist. Proceed only with documented mitigation strategy.



Score: 0.0 - 2.4

RED

Fundamental misalignment. Do not acquire this site for this program.

Override Rules

Even if the overall score is above 2.5, the assessment overrides to RED if:

- Any Deal-Breaker is triggered
- Two or more categories score RED

The assessment caps at AMBER (cannot be GREEN) if three or more categories score AMBER.

10 Deal-Breakers

These conditions automatically trigger a RED assessment regardless of overall score:

DB1 Lot geometry incompatible with vision massing

Triggered when Factor 1.1 \leq 1

DB2 Primary views cannot be achieved for principal rooms

Triggered when Factor 2.2 \leq 1 (The Palazzo Problem)

DB3 Adjacent commercial/institutional creates context mismatch

Triggered when Factor 4.3 \leq 1

DB4 Neighboring values create price ceiling below target

Triggered when Factor 4.1 \leq 1.5

DB5 Style vision has no absorption history in market

Triggered when Factor 5.3 \leq 1

DB6 Fixed vision client with site requiring major compromises

Triggered when Factor 6.3 \leq 2 AND Factor 6.2 \leq 2

DB7 Zoning prohibits intended use or scale

Triggered when Factor 7.1 \leq 1

DB8 Historic/design review would block key design elements

Triggered when Factor $7.3 \leq 1$

DB9 Geotechnical conditions make construction infeasible

Triggered when Factor $1.5 \leq 1$

DB10 HOA covenants prohibit intended style or features

Triggered when Factor $7.5 \leq 1$

Waiving Deal-Breakers

If a client chooses to proceed despite a RED assessment, this can be documented as a "Waived Deal-Breaker" in the handoff notes. This creates accountability documentation and ensures the risk is acknowledged in writing before capital is committed.

4. Reference

Category Weights

The overall score is calculated as a weighted average of category scores. Views & Aspect receives the highest weight because view distribution is often the most difficult constraint to overcome through design.

Category	Weight	Factors
Views & Aspect	18%	4
Physical Site Capacity	15%	5
Privacy & Boundaries	15%	5
Adjacencies & Context	15%	5
Market & Demographic Alignment	15%	4
Vision Compatibility	12%	3
Regulatory & Practical	10%	5

Scoring Scale

Score	Meaning
5	Excellent — Ideal conditions, no concerns
4	Good — Minor issues, easily addressed
3	Acceptable — Some concerns, workable with design
2	Concerning — Significant issues, requires mitigation
1	Critical — Fundamental problem, may be deal-breaker

All Assessment Factors

1. Physical Site Capacity (15%)

- 1.1 Lot dimensions & geometry
- 1.2 Buildable area vs total
- 1.3 Topography and grade
- 1.4 Orientation flexibility
- 1.5 Geotechnical conditions

2. Views & Aspect (18%)

- 2.1 Primary view quality & permanence
- 2.2 View breadth (% of principal rooms with views)
- 2.3 Solar orientation
- 2.4 Exposure to elements

3. Privacy & Boundaries (15%)

- 3.1 Setbacks from boundaries
- 3.2 Visual screening potential
- 3.3 Acoustic separation
- 3.4 Elevation relative to neighbors
- 3.5 Entry sequence potential

4. Adjacencies & Context (15%)

- 4.1 Neighboring property values

- 4.2** Stylistic harmony
- 4.3** Commercial/institutional proximity
- 4.4** Road noise & traffic
- 4.5** Future development risk

5. Market & Demographic Alignment (15%)

- 5.1** Style resonance with buyers
- 5.2** Price positioning vs comps
- 5.3** Absorption history
- 5.4** Buyer demographic match

6. Vision Compatibility (12%)

- 6.1** Vision manifestation potential
- 6.2** Required compromises
- 6.3** Client flexibility index

7. Regulatory & Practical (10%)

- 7.1** Zoning & FAR constraints
- 7.2** Height & envelope restrictions
- 7.3** Historic/design review
- 7.4** Permitting complexity
- 7.5** HOA/community covenants