
Dashboard (Platform Overview) Documentation

Luxury Residential Advisory Platform

N4S — Luxury Residential Advisory Platform

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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.
- **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 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.

KYC FYI MVP KYM KYS VMX

Who Uses N4S?

User Type	Description
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

Timing: 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.

Key Features: Portfolio Context, Family & Household, Project Parameters, Budget Framework, Design Preferences, Lifestyle & Living, Space Requirements

Produces: Lifestyle profile, Design DNA, Initial space requirements, Target SF and tier

Module 2: FYI – Find Your Inspiration

Timing: 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, Zone breakdown, Level distribution, Program brief for MVP

Module 3: MVP – Mansion Validation Program

Timing: 30–60 min

Validate your adjacency logic before design begins. Answer layout questions, compare against benchmarks, and catch red flags.

Key Features: 10 Layout Questions, Adjacency Matrix, Red Flag Detection, Bridge Recommendations, Module Scoring

Produces: Validated adjacency matrix, Red flag report, Bridge recommendations, Module scores (80+ target)

Module 4: KYM – Know Your Market

Timing: 1–2 hours

Benchmark your project against real market data. KYM provides comparable property analysis, demographic intelligence, land acquisition search, and BAM scoring.

Key Features: Market Analysis, Comparable Properties, Land Acquisition Search, Demographics, Buyer Alignment (BAM)

Produces: BAM alignment score, Comparable analysis, Land parcel results, Demographic buyer personas

Module 5: KYS – Know Your Site

Timing: 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.

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

Timing: 30–60 min

The cost analysis engine. VMX translates your spatial program, quality tier, location, and site conditions into a structured budget trajectory.

Key Features: 7-Category Cost Model, Scenario Comparison, Location Multipliers, Typology Adjustments, Lite + Pro Modes

Produces: Cost trajectory per category, Budget scenario comparison, Key cost drivers, Client pack PDF export

Typical Timeline

Week	Phase	Activities
Week 1	Discovery	Complete KYC. Principal and Secondary respondents capture lifestyle, preferences, and requirements.
Week 2	Programming	Complete FYI. Translate requirements into quantified space program with zone assignments and sizing.
Week 3	Validation	Complete MVP. Validate adjacencies, resolve red flags, and generate validated brief.

Week	Phase	Activities
Week 4	Market & Site	Complete KYM for market benchmarking and BAM scoring. Complete KYS for site evaluation.
Week 5	Budget & Handoff	Complete VMX cost analysis. Generate client pack with validated brief and all module outputs.

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.

Gate 0: KYC Complete

When: After completing all required KYC sections

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 ≥ 80%
- Client satisfaction score ≥ 80%
- Market appeal score ≥ 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 analysis confirms budget feasibility

Pass Criteria:

- Cost trajectory within budget framework
- No critical cost overruns by category
- Quality tier selections confirmed
- Scenario comparison reviewed

Unlocks: Complete client pack generation and design team handoff

Gate Philosophy

Gates exist to protect your investment. Each checkpoint ensures that downstream modules receive high-quality inputs, preventing the cascade of errors that plagues traditional mansion projects. A gate failure is not a setback—it’s an early warning that saves months of rework later.

4. Reference

Reference Guide

Module Quick Reference

Code	Module	Primary Output
KYC	Know Your Client	Lifestyle profile, design DNA, space requirements
FYI	Find Your Inspiration	Space program with SF allocations
MVP	Mansion Validation Program	Validated adjacency brief
KYM	Know Your Market	BAM score, market analysis, land search
KYS	Know Your Site	GO/AMBER/NO-GO recommendation
VMX	Vision Matrix	Cost trajectory, budget scenarios

Program Tiers

Tier	Range	Description
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

Type	Scope	Description
Principal	All 9 KYC sections	Primary decision-maker who completes all sections. Captures core project parameters, budget, and household composition.
Secondary	Design, Lifestyle, Space (P1.A.5/6/7)	Spouse or co-decision-maker who provides their own perspective. Selections are additive to the Principal's choices.

Glossary

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

From		To	Data Passed
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