

Executive Summary

Autonomous Business Blueprint (Resortments)

Purpose

This blueprint defines how Resortments can operate as an automation-first business with repeatable execution, measurable performance, and institutional-grade governance.

Strategic Outcome

Build a company that is:

- Operationally consistent
- AI-enabled for speed and efficiency
- Financially controlled
- Scalable for private capital and public-market discipline

Operating Backbone

Use the 11-box BOS loop as the master system:

- 1) Strategy & Demand
- 2) Land/Entitlements/Precon
- 3) Design & Engineering
- 4) Procurement
- 5) Production
- 6) QA/QC
- 7) Logistics/Install
- 8) Leasing/Revenue
- 9) Finance/Controls
- 10) Automation/AI Command Center
- 11) Cross-Bucket Management

Core Execution Rules

- No open-end tasks
- Every deliverable has owner + due date + acceptance criteria
- Daily summary cadence with executive digest
- Escalation required for unresolved blockers
- Homebase reference files remain controlled and unchanged

Technology Model

- Apollo: outbound lead generation
- Knock CRM: inbound leasing operations

- OpenClaw: orchestration and automation layer
- Supporting stack: Google Workspace, Zapier, HubSpot optional

Financial Value Logic

Operational reliability + occupancy performance + cost control

= NOI improvement

= valuation uplift via cap-rate conversion

Governance and Risk Control

- Role-based access (deny-by-default)
- Box-level ownership and accountability
- Change-order and budget approval controls
- Compliance-ready documentation and audit trail

Deployment Plan

- 30 days: owners, templates, daily cadence active
- 60 days: automate top bottlenecks and stabilize reporting
- 90 days: full-loop pilot with KPI tracking
- 6–12 months: scale across all projects with governance hardening

KPI Priority Set

- Throughput / cycle time
- First-pass quality
- On-time delivery/install
- Lead-to-lease conversion
- NOI and variance control
- Automation exception MTTR

Executive Recommendation

Proceed with a phased rollout anchored to the 11-box model and locked governance. Focus first on execution consistency and reporting discipline, then scale automation and capital-market readiness.

Decision Required

Approve v1 deployment as operating standard and move to a 90-day implementation sprint.