

# RESORTMENTS 50-STATE LICENSEE PLATFORM STRUCTURE

Integrated with University Training, Resortments Efficiency, and Russ Huckaby Hotels

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## 1) PLATFORM VISION

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### Objective

- Build a scalable, repeatable, licensable modular manufacturing platform deployable across all 50 U.S. states.

### Model Summary

- Enable up to 50 licensed operators (Licensees).
- Licensees manufacture modular units under standardized operating protocols.
- Platform retains strategic economics through equity participation and per-unit fee structure.

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## 2) LICENSEE NETWORK STRUCTURE

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### Target Network

- 50-state rollout with one or more approved licensees per region/state.

### Licensee Rights

- Operate under Resortments platform standards, systems, and quality controls.
- Access brand-aligned SOPs, software stack, and training/certification pathways.

### Licensee Obligations

- Full compliance with operating standards, QA protocols, and reporting requirements.
- Mandatory participation in platform training and certification updates.

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## 3) ECONOMIC FRAMEWORK

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### A) Equity Participation

- Platform receives 20% ownership participation in each licensed operating platform/entity (as structured by legal agreements).

### B) Per-Unit Production Fee

- Platform receives a fee on each modular unit produced.
- Fee structure can be fixed, tiered, or indexed by model type and market.

### C) Platform-Level Revenue Stack

- License fees
- Per-unit production fees
- Training/certification program fees
- Technology/platform services fees (where applicable)

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## 4) INTEGRATED TRAINING ARCHITECTURE

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### Resortments University (Integrated)

- Central training and certification layer for all licensees.

### Core Tracks

1. Manufacturing SOP and station workflow certification
2. Quality and inspection control systems
3. Safety and compliance standards
4. Hospitality/service standards aligned with Russ Huckaby Hotels brand values
5. Leadership and managerial operating discipline

### Training Governance

- Certification required before production start.
- Recertification cycle required for ongoing license compliance.

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## 5) OPERATING SYSTEM DESIGN

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### Platform Standardization

- Unified digital operating stack across licensees:
  - scheduling,
  - quality,

- reporting,
- throughput,
- compliance,
- financial performance.

#### **Data Model**

- Every facility reports into a central KPI and exception dashboard.
- Platform-level benchmarking enables continuous efficiency improvements.

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### **6) GOVERNANCE & CONTROL**

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#### **Central Governance**

- Brand protection, quality assurance, and compliance audits.
- License review board for approvals, remediation, or suspension.

#### **Performance Controls**

- Minimum throughput and quality thresholds.
- Safety and compliance gates.
- Corrective action framework for underperforming licensees.

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### **7) ROLLOUT PHASE PLAN**

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#### **Phase 1: Pilot Regions**

- Launch with controlled number of high-readiness licensees.
- Validate economics, QA consistency, and training effectiveness.

#### **Phase 2: Multi-State Expansion**

- Scale by region with certified onboarding pipeline.
- Enforce standardized technology and operating controls.

#### **Phase 3: National Platform Maturity (50-State)**

- Full network optimization with benchmarked performance.
- Capital/ownership optimization and long-term platform value expansion.

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### **8) 221D4 POSITIONING (AS REFERENCED)**

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#### **Strategic Positioning**

- Structure licensee platform to align with institutional-grade housing finance pathways, including 221(d)(4)-oriented development frameworks where applicable.

#### **Implementation Note**

- Legal/finance structuring must be finalized with qualified counsel and lending advisors to ensure compliance and transaction readiness by jurisdiction.

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### **9) EXECUTIVE RECOMMENDATION**

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#### **Recommended Immediate Next Steps**

1. Draft master license agreement framework (equity + per-unit fee + training compliance)
2. Stand up Resortments University governance and certification standards
3. Define national KPI framework and platform reporting baseline
4. Launch first 3–5 pilot licensees before broader expansion
5. Build legal/finance workstream for 221(d)(4)-aligned deployment structures

#### **Outcome**

- A scalable national license platform with recurring economics, quality control, and brand-consistent production under one integrated operating system.