

# REALIZING THE FULL VALUE OF EVERY PROPERTY

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MARKET-READY ENTITLEMENTS



**MLC LAIRD**



An aerial photograph showing a residential development with several houses, swimming pools, and a golf course. The houses have orange-tiled roofs and are surrounded by green lawns and palm trees. In the background, there are large agricultural fields covered with white plastic mulch, and a modern building with a glass facade. The entire scene is framed within a circular vignette.

**Today, entitled land means  
ready profit**



## **Builders can quickly capitalize on the housing shortage**

The U.S. is now short 4.5M homes  
as the housing deficit grows\*

\*[Zillow](#)

A circular frame containing a landscape. In the center, a single, full-canopied green tree stands in a large, dark brown, plowed field. The field is divided into sections by furrows. In the background, there is a line of trees and a clear blue sky with scattered white clouds. The text "However, entitled land is in short supply" is overlaid in white, bold font across the middle of the image.

**However, entitled land is in short supply**



AMENITY  
SITE  
0.75 ACRE

COVERED  
PARKING

80' DIA  
CIRCULAR

# Acquiring raw land unlocks opportunities

**Leveraging  
developers for  
entitlements  
mitigates risks,  
but is still risky**



A construction worker wearing a white hard hat, a purple long-sleeved shirt, and a high-visibility yellow safety vest is standing on a dirt path at a construction site. He is holding a mobile phone to his ear with his left hand and pointing towards the left with his right hand. In the background, a large blue excavator is visible, along with other workers and construction equipment. The scene is set against a backdrop of large mounds of earth and a hazy sky.

**“Build-ready” land isn’t always “buildable”**

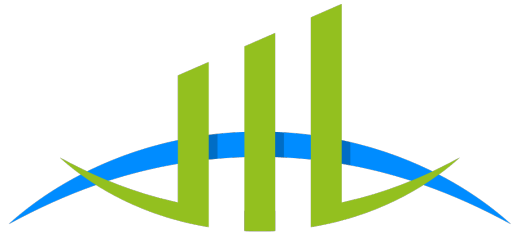


**Properties may  
not fit plans,  
regulations, or  
the community**



A modern, multi-story apartment building with balconies, set against a blue sky and green grass. The building is the central focus, featuring a mix of brick and light-colored panels. It has numerous balconies with glass railings, some of which are furnished with outdoor furniture. The building is situated on a grassy hillside. In the background, there are other residential buildings and a clear blue sky with some light clouds. The entire image is framed within a circular border.

Without market-fit, investments can miss the mark



**MLC LAIRD**

**MARKET-READY ENTITLEMENTS**



We find the right land, secure entitlements, and develop properties to realize their full value.

# Identifying high-value properties through in-depth research

**Market Analysis:** assess demographics, affordability, competition, and domestic migration trends

**Due Diligence:** Evaluate risks and land feasibility

**Strategic Selection:** Focus on high-growth, high-value areas



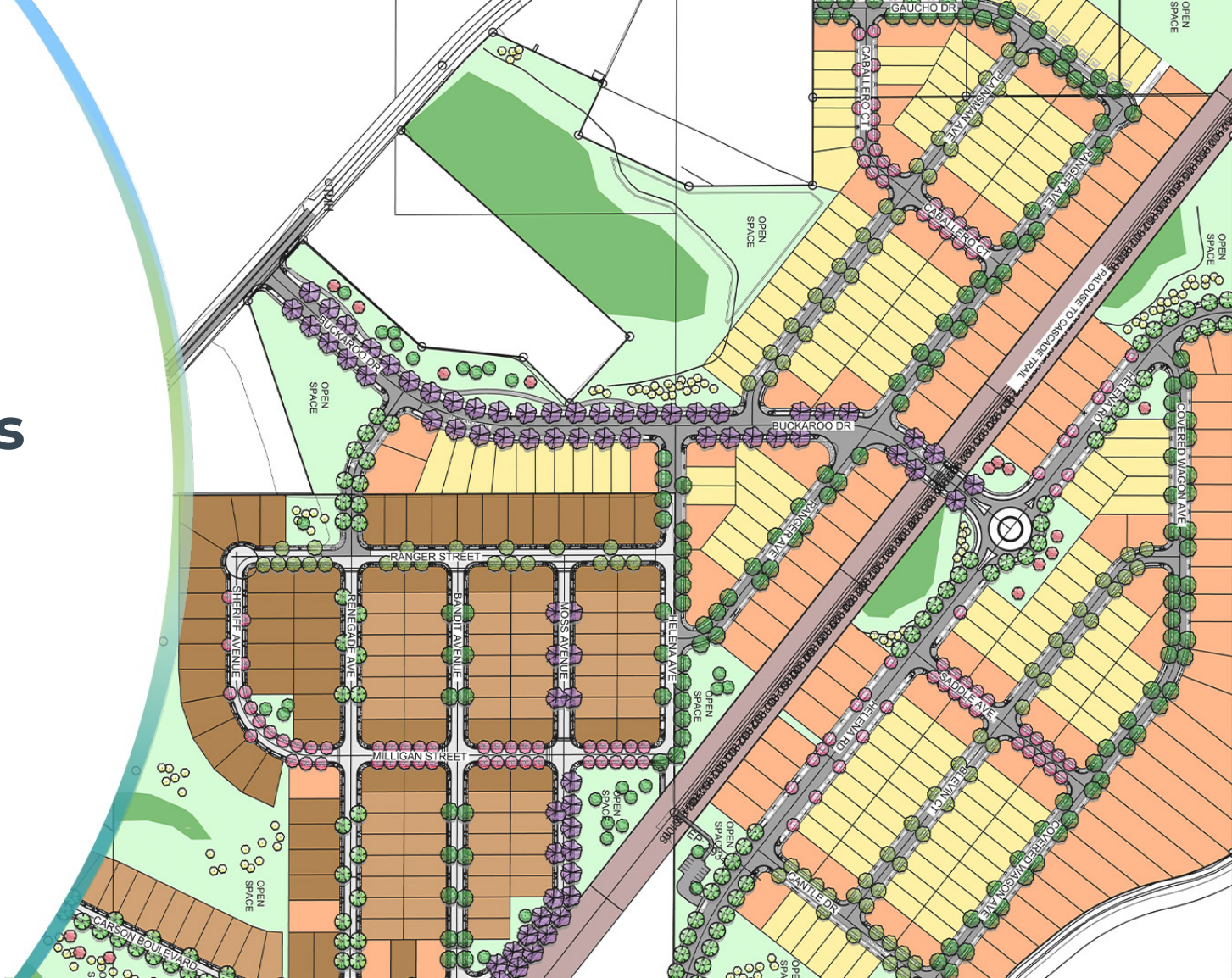
## ENTITLEMENTS

# Streamlining approvals and mitigating risks

**Regulatory Compliance:** Manage zoning and environmental approvals

**Community Engagement:** Address concerns to meet local needs

**Risk Management:** Proactively handle entitlement challenges



MARKET-INFORMED DEVELOPMENT

# Developing properties that meet demand and maximize returns

**Buyer-Focused Design:** Align developments with buyer preferences

**Risk & Return:** Balance profitability with risk mitigation

**Dispositions Strategy:** Get the right buyer and plan the right time for optimal sales



CASE STUDY  
WESTPORT, CUPERTINO, CA

# Solving Cupertino's Housing Shortage

Cupertino has no shortage of offices, yet no homes for people who work there. But plans for a dense mixed-use development, including office hotels and residential homes, got huge community pushback. We developed a site with 88 townhomes, 158 senior living/memory care units, and 48 units of affordable senior housing. It's not only provided much-needed office worker housing, but also affordable senior housing and assisted living and memory care units for people who want to live, work, and retire in Cupertino.



CASE STUDY  
ELLENSBURG, WASHINGTON

# Leveraging data to meet post- COVID migration housing trends

The COVID-19 pandemic significantly impacted migration trends across the U.S., with many people seeking new locations to live and work. MLC Laird identified these shifts early on, using data analysis to pinpoint opportunities in Ellensburg. This led to a successful 40-acre housing project, validated by strong buyer interest and community support. Building on this success, MLC Laird is now expanding with a new 80-acre development, offering 265 residential lots to meet ongoing demand.



# Target Markets

- Townhomes
- Rowhomes
- Small Lot Single Family
- Traditional Single Family





# Our Customers

## We Serve:

- Public Homebuilders
- Local & Regional Homebuilders
- Land Bankers

 <p><b>CENTURY</b> COMMUNITIES®</p>	 <p><b>D·R·HORTON</b> <i>America's Builder</i></p>	 <p> <b>FORESTAR</b></p>	 <p><b>kb</b> HOME</p>
 <p><b>LENNAR</b></p>	 <p><b>MAINVUE</b> HOMES</p>	 <p> <b>Pulte</b> HOMES®</p>	 <p><b>RICHMOND</b> AMERICAN HOMES</p>
 <p> <b>RELATED</b></p>	 <p><i>Shea</i> HOMES <small>Live the difference.™</small></p>	 <p> <b>taylor</b> morrison.</p>	 <p><b>tri</b> <b>pointe</b> HOMES</p>



## SHAWN MILLIGAN

Managing Partner

- Over 20 years of experience in real estate and technology
- Partner at KT Urban, handling acquisitions, product development, and land sales
- Former Senior VP at UCP, Inc. Helped take the company public (NYSE: UCP)
- Held leadership roles at KT Properties and Duc Housing Partners
- Former CPA, focused on early-stage tech companies and venture capital
- BS in Accounting, cum laude, Santa Clara University



## KELLY FOSTER

Partner

- Over 20 years of residential and commercial development experience in Puget Sound
- Managing Member of Laird Holdings, specializing in land development and brokerage
- Founded and led the Seattle office of UCP, Inc. (NYSE: UCP), becoming President of UCP's homebuilding division
- Former principal at Foster Penner, focused on Seattle infill projects
- Held project management roles at Howland Homes and Polygon



## WILL LA HERRAN

Partner

- Over 30 years in finance and real estate, with recent CFO experience at Five Horizons Partners
- Former CFO of CFLD US, specializing in large-scale, mixed-use developments
- As CFO and Treasurer of UCP, Inc. (NYSE: UCP), led the company to an IPO and grew revenue to \$400 million
- Managed \$4 billion in commercial real estate financing, including \$700 million as Lead or Agent bank
- Experienced in senior debt, bond and equity financing, and implementing SOX-compliant systems

Thank you



coffee plus love

scape

scape

