

mean
more.

CRAFTING A BRAND STORY
THAT CREATES BELONGING

STORY

+

STRUCTURE



PURPOSE

MISSION

VISION

STORY

STORY + STRUCTURE

STRUCTURE

OUR PURPOSE

To create meaningful social impact through community-centered coliving.

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OUR **VISION** FOR THE FUTURE

To be renowned nationally for best-in-class coliving that uniquely balances financial profit and brand purpose.

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OUR MISSION

Build coliving communities that profit everyone.

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READY

SET

GO

OUR MARKETING GOAL

Create confidence in partners, investors and residents by demonstrating the value of our purpose-driven business model.

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Create **confidence** in partners, investors and residents by demonstrating the **value** of our **purpose-driven business model**.

COMMUNICATION OBJECTIVE (HOW WILL WE REACH OUR MARKETING GOAL?)

Demonstrate how our philosophy and business model work together to profit everyone.

COMMUNICATION OBJECTIVE (HOW WILL WE REACH OUR MARKETING GOAL?)

Demonstrate¹ how our philosophy and business model work together² to profit everyone³.

1 • Demonstrate

We need to prove that what we say is real. Through our actions, relationships and communication, we will demonstrate our business model and philosophy. We can never forget that everything we do and say is communication about who we are.

2 • work together

We have two sides to our amazing story. Each side supports the other to make our offering uniquely valuable.

3 • profit everyone

We have an opportunity to redefine and expand the meaning of “profit” through our business. We must show financial profit to our partners and investors while also profiting all of our audiences through our philosophy, actions and end products.

SECRET GOAL

**A BRAND THAT
INCITES JEALOUSY**

OUR

KEY WORD

FOUNDATIONS

Note the “S”. We’re building far more than the single foundation of a solid business. We’re also building foundations that create strong partner relationships and investor confidence, literal foundations for our unique community homes and even living foundations that carve out pathways to success that people may not otherwise have had access to.

OUR
MESSAGE
HOUSE

EMOTIONAL BENEFIT

MESSAGE HOUSE PILLARS (REASONS TO BELIEVE IN YOU)

OUR INNOVATION

We know that innovation leads to industry leadership and we want to always be at the forefront of the real estate evolution. To stay there we must be innovative in all of our thinking and actions. That's why we're focused on creating unique solutions through innovation in community living, utilizing technology to create new and better ways to live in urban environments. Unique coliving spaces, shared luxury amenities and even an app that allows residents easy access to a series of services are the types of innovations that will ensure we're always on real estate's cutting edge.

OUR PEOPLE

Our people are our strength. They're the proof points that drive our innovation, the energy behind our philosophy and the heart of our unique business. They carry with them decades of combined experience in real estate and coliving development that can be matched by few. That expertise, throughout our organization, has us poised to be renowned nationally as a leader in coliving development. But, for us, expertise is more than just experience and knowledge. It's also a focus on community that supports success and growth for our partners, investors and residents. It's a desire to solve the issues our industry is facing and help people to live better lives.

OUR PHILOSOPHY

Our purpose is to create meaningful social impact through community-centered coliving. That means we can't just build a business for the sake of financial gain. We must also make sure our business creates a positive ripple effect. This desire to do well and do good is central to the philosophy of our business. It's this philosophy that allows us to uniquely balance financial profit and brand purpose while achieving our mission of creating coliving communities that profit everyone. We believe that we can only improve the lives of those we serve if we're financial AND socially profitable.

OUR BUSINESS MODEL

Our business wouldn't have an opportunity to positively impact the world if our model wasn't sound. That's why we've made sure to create a business that's logical, vetted and solid from every aspect. Multiple trends in the real estate market like urbanization, proximity living and coliving, strongly support the potential of our business. The size of our market clearly demonstrates the likelihood of our success and we're already proven to yield high returns with manageable risk. We know that creating meaningful social change won't happen solely on a belief system. It takes a strong business model and strategic planning to turn a belief into a business.

DOMOS Coliving

EMOTIONAL BENEFIT

“This was one of the easiest investment decisions I’ve ever made.
The business is unique, solid and meaningful. Investing with DOMOS has been profitable in several ways.”

MESSAGE HOUSE PILLARS (REASONS TO BELIEVE IN YOU)

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DOMOS Coliving

REASONS TO BELIEVE



BRAND PROMISE

Coliving developments
that profit everyone



EMOTIONAL BENEFIT

COMMUNICATION POSITIONING

**DOMOS WAS
CREATED TO BUILD
FOUNDATIONS**

COMMUNICATION POSITIONING

DOMOS WAS CREATED TO BUILD FOUNDATIONS

Most businesses begin with thoughts of financial profit, industry fame and independence. But what if a business also began with thoughts of positively altering the future of a young professional, dramatically improving the life of a single mom or even solving a national problem that seems unsolvable. What if a business began with a focus on building foundations physically and emotionally? That's the thinking behind DOMOS.

It's really a simple idea. Unique coliving residential spaces that allow people to enjoy locations, amenities and standards they normally wouldn't be able to afford. It's an idea proven to build strong foundations for investors and partners, unique foundations for world-class residential developments and life-altering foundations for people who just need a little support for their dreams.

That's DOMOS. A company started to find success though purpose relying deeply on the strength of the foundations they build.

mean
more.