

OUR STORY

We're not outsiders. We're from here—Pasadena, Altadena, and the foothills. We went to school here. Our families built their lives here, just like yours. So when the fires came, it wasn't just houses that burned—it was memories, roots, and a sense of safety.

For many, the hardest part isn't the day the fire came. It's the days, weeks, and months that follow.

You're expected to make life-changing decisions—about insurance, rebuilding, selling, or starting over—while still processing loss. The paperwork piles up. Contractors come and go. Out-of-town investors start circling. And somewhere in the chaos, you're left to figure it all out on your own.

That's why we created the Dena Phoenix Foundation. We know this journey is long, confusing, and deeply personal. We're here to walk it with you. Whether you're ready to rebuild, unsure of your options, or simply need someone to help you weigh what's next—we'll be there with real answers, vetted partners, and guidance you can trust.

And for those who need more than advice, we created the Dena Phoenix Fund—to offer bridge loans, shared equity options, and partnerships with local builders so that staying, returning, or restarting is financially possible—not just a dream.