



Creation

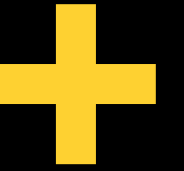
+

Construction



by **lief** **x**
DEVELOPMENT





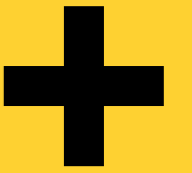
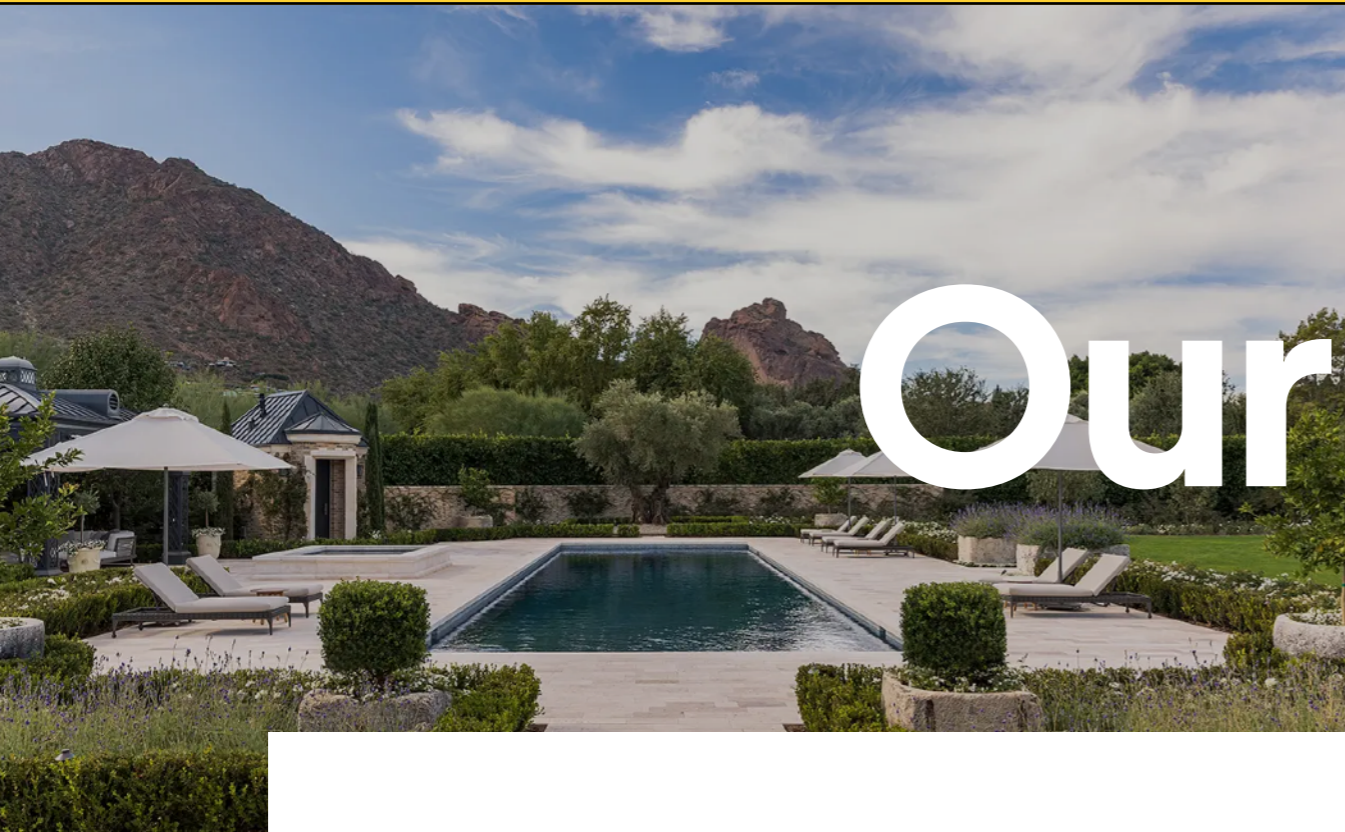
Allow Us To Introduce Ourselves...



“Your gaps, our strengths...”

Many firms handle design & build. Few can shape the story at the start and guarantee manpower at the finish. We do both – creating concepts that sell and deploying skilled crews that deliver.”

— Jesse Fowler, Principal



Our Strategy

Seamless By Design

We're builders first—creating and completing our own developments from concept through completion. That experience is what makes us different when we work with other developers and GCs.

Our integrated model—branding, planning, construction, and labor—gives us the ability to engage quickly at any stage needed. From initial concept creation to closing out with skilled crews, we provide à la carte support designed to eliminate gaps and get projects moving.

Whether it's shaping the vision or supplying manpower to get back on schedule, we're the partner that strengthens your team without adding complexity.

Services



lief



CREATION

- Brand Development
- Master Planning
- Architectural Design
- Marketing Material
- Sales Strategy
- PR/Media



CONSTRUCTION

- Custom Homes
- Hospitality
- Commercial TI
- Project Management
- Sub-Contracting
- Project Completions

 ***“Every day costs money and lost time compounds quickly.***

Our primary focus is eliminating lag by owning the trades, managing the chain, and keeping timelines under our control — not someone else’s.”

— Jon Armstrong, Principal

Current + Past Projects

Maya Day + Night Club

Commercial
Scottsdale, AZ



Lief

Residential Conversion
Phoenix, AZ

Marucci Hitter's House

Commercial
Tempe, AZ
PHOENIX

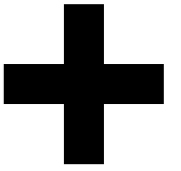
COMING SOON!

www.liefdevelopment.com

The Ritz Carlton Residences

Commercial / Residential
Scottsdale, AZ

www.acgarizona.com



Partners + Press



Concept Creation

Brand Development

Visual Standards
Go-To-Market Strategy
PR/Media

Planning & Design

Architectural Blueprints

Due Diligence / Feasibility
Specifications
Permitting / Approvals

General Construction

Schedule Control

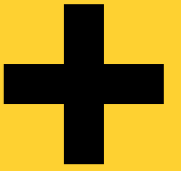
Custom Homes
Commercial TI
Construction Management

Sub Contracting

Speed to Completion

300+ In House Employees
Geo-Fenced Labor Tracking
Project Take Over / Completion

Concept Creation



Brand Development

Visual Standards

Go-To-Market Strategy

PR / Media



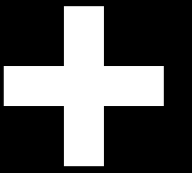
“Great projects aren’t sold—they’re felt.”



We design from the inside out, building visual guides and storylines that give every space identity, meaning, and a lasting connection to the neighborhoods they celebrate.”

— **Jimmy Khounlavong**
Principal

Armstrong Army



300 Strong. Zero Lag.

Immediate Engagement

Schedule Control

Project Completion





Jesse Fowler
Principal / Manager



Jimmy Khounlavong
Principal / Brand Creative



Jon Armstrong
Principal / General Contractor



Scott Meiers
Chief Architectural Design



The Team

**Expertly Built. Seamlessly Delivered.
All In-House.**

Veteran planners, designers, builders, and brand-makers—our integrated team brings every skill, every solution, under one roof to move faster.

Nick Scavio
General Counsel



Tania Karenin
Architectural / Interior Design

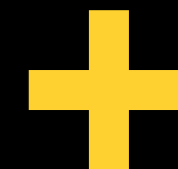


Scott Hibler
Real Estate / B2B Partnerships



Alex Prince
Investor Relations





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