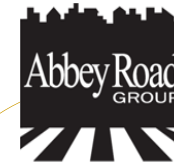


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**Creating the Communities of Tomorrow, Today!**

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**WINTER FLOODING PREPAREDNESS**

Flooding is a major concern for many in our area this winter. Besides normal flood zones, our area is bracing for the potential to see major flooding in the Auburn, Kent, Renton and Tukwila areas. As with any weather related situation, it is important to keep yourself informed about changing conditions and what you can do to protect your family, your property and your business. If you live in any area that may be affected by flooding, please protect yourself by planning ahead.

Here are some helpful flood preparedness tips that King County has posted on their emergency management website:

- Purchase flood insurance. Contact your insurance representative or visit [FloodSmart.gov](http://FloodSmart.gov)
- Evaluate your insurance policy for structure and contents coverage and for potential damage caused by sewer backups
- Review Protecting Your Property from Flooding, FEMA (<http://www.scmd.org/Library/DisasterMitigation/Flood/ProtectPropFloodBackflowValves.pdf>)
- Consider purchasing an inexpensive NOAA weather radio which will relay urgent weather alerts day and night
- Establish a family emergency plan and know your evacuation routes should a significant flood event occur
- If severe weather is predicted, monitor area news media for information
- Subscribe to RPIN ([www.RPIN.Org](http://www.RPIN.Org)) to receive emergency alerts and other breaking news

You can find links to this data on our website at [www.abbeyroadgroup.com](http://www.abbeyroadgroup.com). Our staff is available to meet with you to review your property and assess potential flooding risks. Together we can protect precious assets by developing plans to mitigate flooding risks to your home, business or property.

**INSIDE THIS ISSUE:**

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**CEO'S CORNER: STRATEGY, PROTECTING YOUR ASSETS**

What a time to be involved in development! Few people are buying property, banks won't loan money, cities and counties want to increase fees, inventory is high and demand is low. From everything I have heard many other industries are facing similar situations as well. In spite of these facts, we must still pay the bills, make payroll, feed our families, provide for their future and plan for our own retirement.

So why do we keep going when times are tough? I believe we do it because our vision is more powerful than the fear of the unknown. I also believe that we will do whatever it takes to succeed because our clients, staff, families and the community depend on us. The truth is that while we hold our future in our hands, our future has a large impact on the futures of others too. What a great responsibility! In light of this, it is important that we renew our commitment to protecting our most valuable assets, our organizations, our projects and the people that support them.

Whether you are referring to a project, a business or any other venture, success always begins with a strong core. In land development, the core of the project is the strategy that guides it to completion. In this issue of *Developments*, I want to spend some time returning to the basics of successful strategy.

Project strategy may be classified into the categories below, each being a building block to the overall success of the project. By utilizing these categories to guide strategic planning, you are increasing the opportunity for success!

- Protecting
- Planning
- Marketing
- Organizing
- Contracting
- Financing
- Documenting
- Reviewing

As you will see in the following pages, each of these areas can have a large affect on the outcome of your project. It is imperative to take the time to purposefully plan for success and then put the plan into practice in order to achieve results.

The process does not stop when the plan is put into place. Stagnate strategy can lead to missed opportunities for future success. The key to maintaining long term success is the continual process of planning, implementation and review of results.

Success is found in developing a strategy that works, putting it into practice, completing projects and analyzing the results. Success will strengthen your organization, promote growth and protect your valuable assets

-Gil Hulsmann

*The key to maintaining long term success is the continual process of planning, implementation and review of results.*

# STRENGTHEN YOUR CORE

## Protecting



In order to protect your project you must first determine what events might put it at risk. Risks include both internal and external factors ranging from natural disasters and personnel issues to data loss and economic changes. Once the risk factors are determined, protections can be developed that mitigate the affects of the risk.

Items to consider:

- Insurance coverage
- Lien releases
- Corporate and professional licensing
- Disaster recovery plans
- Contingency plans

## Organizing



Organization in projects consists of defining how project resources work together. Having systems in place to manage resources will keep a project running at its highest efficiency. Since each project is different, organizational strategy should be tailored to meet the requirements of the project based on the operating style of the organization.

Items to consider:

- Resource management
- Organizational charts
- Process flow and procedure documents
- Lines of communication
- Task assignments

## Financing



Financing a project goes far beyond loans. Every organization should have a standard procedure for paying bills, handling payroll, billing and collecting money from clients. These procedures should be closely linked together so that they promote the best possible use of cash flow.

Items to consider:

- Cash flow
- Payables procedure
- Receivables procedure
- Reporting
- Billing procedure

## Planning



Planning is an important part of every project. This includes scheduling, budgeting and consideration of how resources (consultants, workers and finances etc) will come together to achieve the project scope. The project's scope must be defined so that all areas of the project are working to the same goal.

Items to consider:

- Project timelines/schedule
- Project and task budgets
- The use of outside subconsultants
- Change orders
- Resource constraints

## Contracting



Preparing and executing contracts should be done carefully and thoughtfully. Contract templates should be reviewed by legal counsel before use and then re-reviewed as needed. Subconsultant and vendor contracts should be reviewed thoroughly for errors prior to execution and should only be executed by those with the authority and responsibility to do so.

Items to consider:

- Scope of work
- Contract type (fixed fee, time & expense)
- Terms and conditions
- Tracking and monitoring contracts
- Who executes and approves contracts?

## Marketing



Project marketing must be focused on building support. The goal is to obtain financial support, the approval of the jurisdiction, the support of the community and to attract potential buyers, tenants or partners. To make marketing efforts effective, it is essential to have a solid understanding the needs and requirements of each group of stakeholders.

Items to consider:

- Area demographics
- Comparable projects
- Stakeholder requirements
- Review if deliverables meet requirements
- Review marketing options to meet needs

## Documenting



Document control is essential to the long term success of a project. Document control includes electronic and paper files as well as other forms of supporting documentation. Active project documents must be kept up to date and secure. In addition, completed client data should be readily available for recall.

Items to consider:

- Active paper file systems
- Electronic file servers and backup
- Archiving/long term access
- External accessibility
- Security

## Reviewing



Project performance should be reviewed from time to time. Projects should be reviewed for adherence to schedule and budget, and internal systems should be reviewed for efficiency and effectiveness at meeting company goals. Reviews should be balanced and focus on both positive traits and areas in need of change.

Items to consider:

- Project performance
- Schedule and budget reviews
- Consultant reviews
- After-action project reviews
- Internal system reviews