

WHERE WE'LL BE 10/1/2026

FLIGHT BUILDING VISION 2023-2026

OUR SNAPSHOT

Flight Building is a homebuilder based in Jacksonville, FL tackling the nationwide issue of affordable housing. We think the purpose of business and wealth creation is to leave your desired impact on the world through positively influencing your family, friends, vendors, and teammates. Our purpose at Flight is to fulfill our potential and inspire others to do so as well by living lives with authenticity, growth, and relentless execution.

Over the past three years we have grown with speed and control, pouring our first foundation in October 2023 to now starting 37 new houses per month. In three years, we went from start-up to the completion of our first division, which finishes 450 houses per year. Our build volume is a mix of infill and large-scale single family or townhouse projects for our clients who are developers as well as institutional and local investors. We develop deep, mutually beneficial relationships with the individuals and organizations that we build for. These are rewarding relationships with people we love spending time with and learning from. Life is too short to not enjoy the people around you.

From the outside it will look like we came out of nowhere, but under the hood there is a system of accountability and leadership unmatched in the world of business. We are obsessed with identifying and attacking the 20% work that actually moves the needle. Because of our focus on problem solving and firm grasp of what matters, year over year, quarter over quarter, day over day, we never stop improving ourselves and our organization.

Flight is a place where we understand that the emotional, physical, and mental development of the team members has a direct impact on the health of the company as well as the general happiness and satisfaction of everybody working here. We spend our days solving important problems that impact the world. We are hyper-intentional about the path we are going down, energized by the work we are doing, and will make a significant impact on affordable housing and mental health both in America and around the globe.



CORE VALUES



THROTTLED GROWTH

Intentional, controlled, thoughtful progress.



LEADERSHIP

We purposefully develop as leaders every day, the world needs more of them.



GRIT

The number one indicator of successful, fulfilled people, we don't back down when things get hard.



OWNING IT

Taking control of issues, priorities, and projects, don't be afraid to take charge, somebody has to.



BALANCE

Everything in our reality hangs in it, we are mindful of that always.



FLOW IN YOUR 20

The key to our pace of progress, attacking the work that moves the ball in all areas of our lives.



ALIGNMENT

We all know where we are going and why.

PURPOSE STATEMENT

**FULFILLING OUR POTENTIAL AND
INSPIRING OTHERS TO DO SO BY LIVING
LIFE WITH AUTHENTICITY, GROWTH,
AND RELENTLESS EXECUTION.**

MISSION STATEMENT

**DEVELOP AND GROW LEVEL 5
LEADERS WHO ARE FOCUSED ON
INNOVATIVE SOLUTIONS TO THE
NATIONWIDE ISSUE OF AFFORDABLE
HOUSING.**

OUR CULTURE

Our office culture is summed up by our purpose statement, core values, and the concept of work life integration. **Alignment meetings** provide the framework that allows Flight team members to **openly connect their personal goals and dreams** to the meaningful work they do at the office or in the field. We spend about one third of our lives working, what a shameful waste of time and energy it would be to spend that time doing something you have no passion for, or talent doing. Our core values and purpose statement are just as relevant in our personal lives as they are day to day in the office. Alignment meetings with **level 5 leaders** give Flight team members the platform to accomplish anything they want in life. The reality of endless possibilities and unrestricted impact potential on the world gives the office environment a tremendous amount of energy that fills our walls with vibrancy and wonder.

We **respect each other's time**, meetings start/stop on schedule and are only as long as they need to be. Their purpose is communication and problem solving with the right group of people, not talking about fluff. Flight team members are constantly challenging meetings, processes, procedures, and inefficiencies to tweak our flow. **We live and die by our speed** so this constant challenging of our efficiency is welcomed. Our Team **speaks openly, honestly, bluntly, and opinions are always welcomed when their intent is getting us where we want to go faster.**

Our team also enjoys spending time with each other outside of work. We do team building events and happy hours often, none of which are forced attendance but most everybody shows up anyway. M3's and Sequoia Club are also optional but the majority of the office comes to these events. Our Team doesn't come because they feel like they should, they come because they know it makes them deeper, stronger, healthier, wiser people. We are obsessed with getting 1% better each day.

Flight is not an easy place to get hired at or work for. If you are looking to punch the clock each day, scroll Facebook, and go home, then, this is not the place for you. We only hire people after an interview when everyone says "hell yes!" Being a loyal teammate who cares about themselves and the success of their team is infinitely more important than your resume, background, or intelligence. We have each other's backs, take ownership of problems, and don't waiver when the wind blows in a different direction. **We are a tight team of like-minded, accountable operators who push each other and those around us to get the most out of life.**





SEQUOIA BOOK CLUB

Our Sequoia Book Club is Flight's greenhouse for fresh ideas, creativity, and personal growth. Book club is every two weeks so we end up reading about 10 books a year as a team. These meetings cultivate a relaxed and open environment where people can share stories from their past as well as their personal views of the world, for this reason, nobody outside of the organization is invited. The personal stories and opinions people share tighten the already strong team bonds we have around the office. When you know what makes somebody tick, when you know a little more about where they come from and what they value, it deepens your respect for who they authentically are. Each Sequoia Club meeting is run by a different member of the Flight Team. Running and controlling a conversation with a large group of peers forces growth in communication and leadership skills. We read a wide ranging genre of books, anything from classic business mindset to fiction stories about challenges and struggles which lead to growth and perseverance.

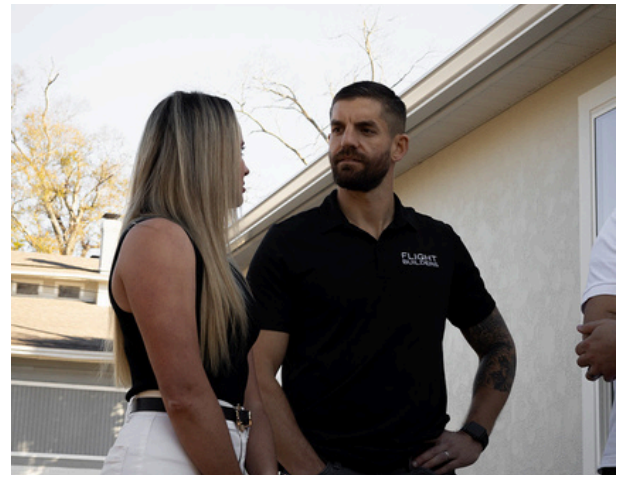
Our key takeaways from each book are recorded and shared with our community as well as implemented throughout the organization. Sequoia Book club is another critical tool in the box that pushes us to get 1% better every day as people and a team. It forces us to continuously challenge the status quo of how to run the organization as well as our lives. The growth that happens on both of these fronts within the walls of our Book Club is unmatched.

LEADERSHIP

Leadership is the cornerstone of everything we do at Flight, it is a core value and our secret sauce to growth, accountability, stability, and the reason we have been able to scale at this speed. We are cognizant of John Maxwell's "Law of the Lid", our growth as an organization will never exceed our ability to develop and nurture leadership skills within our walls. We also talk often about Jocko Willink's many "Dichotomies of Leadership". The dynamic leaders within Flight Building effectively balance each of their leadership traits that are authentic to themselves - **this authenticity breeds an organization of trust, clarity, and purpose.**

We have bi-annual leadership retreats, one in May and one in early November. Retreats are a blend of physical activity, personal development, team building, leadership training, and business planning. Everybody always looks forward to them; Flight leaders show up excited and leave energized to execute on the vision and implement what they have learned.

Leadership is also discussed in the monthly meetings, coffee time, morning huddles book club, and at various times throughout the day. **We are recognized throughout the Southeast for our leadership development programs and high level leaders within our organization.** Organizations around the country have modeled their leadership development programs and hiring processes around our frameworks. **We understand that organizations are defined by the quality of the people within them; we don't sacrifice our culture of leadership for anything.**





AN ECOSYSTEM OF STRENGTH & GROWTH

The **Flight Leadership Development Program** and **Take Flight - Leadership Launch** are the **prime catalysts** for the **explosive growth and stabilized operational scaling** of Flight Building. Construction is a people-intensive business, **without strong leaders** consistently honing their skills while developing the next generation, **the organization would be doomed to a future of mediocrity.**

The **importance and power of these two programs** is understood and felt throughout the **entire organization.** They are central to our flywheel and what makes us unique as a construction company. **Every organization can benefit from some sort of leadership development** so we **give away our materials and structure for free** to any of our vendor partners that have interest in implementing one.

Flight LDP and Take Flight - Leadership Launch are getting attention on a **national scale** because of how central they were to the success of Flight Building. Flight leaders are speaking at events and actively helping others implement these programs. **When those around us are getting better and growing because of this knowledge, that only makes us stronger.**



take
FLIGHT
LEADERSHIP LAUNCH

WHY BUILD HOUSES?

When looking into the foggy, uncertain future to figure out what was next for our team, we decided the answer needed to fulfill three categories:

Massive Impact

According to Freddie Mac, **the United States is short about 3.8 Million units of housing both for-rent or for-sale.** After over a decade of developing key relationships and gaining knowledge in real estate and construction, **building houses was a natural transition into a scalable, leadership-heavy business model.**

Our Strengths

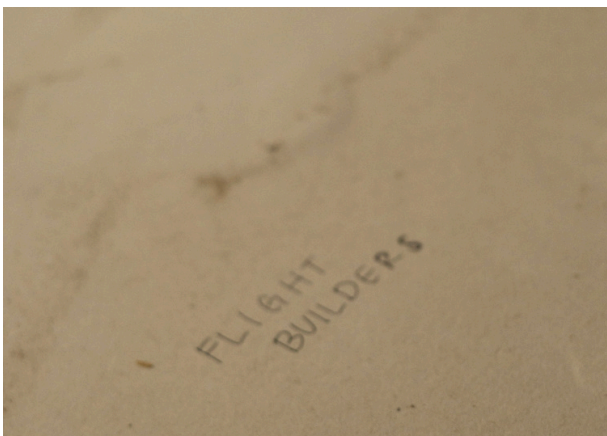
Our strengths as an organization are accountability, leadership, and discipline. **We hire growth-minded, highly-talented team members** who exemplify these organizational strengths while pushing the envelope. If you want to keep talent, **your organization needs to continue to grow in order to provide opportunity for the growing leaders** within it. You need a scalable business model or you will rightfully lose your top talent, they will outgrow you. The business of homebuilding is an array of processes, schedules, relationships, and softwares. **The more problems you solve, the more disciplines you put into place, the more efficiently you operate.** Implementing/improving processes, solving problems, and executing on solutions are our wheelhouse.

Passion

Our passion is our **team, intentionality, growth, authenticity, and getting better as people.** The homebuilding business allows us to be unapologetically ourselves in a model where the sky's the limit for our growth. The majority of the houses we will be building are under the median home sale price in Northeast Florida. A new house on a struggling street changes the entire look of the neighborhood and gives the new owners and neighbors pride in where they are living. We strive to be a leader in those communities, pushing all to progress the same way we do at Flight.

Stability in a child's life starts with having a safe place to come home to and rest your head at night. Our strength is our efficiency and I believe that at Flight we can provide quality housing stock at pricing levels never before seen in our space. **Our passion is struggling together as a team through these problems and making a massive impact on important issues.**





PR & MEDIA

We consistently strive to engage with our media partners because our message and way of operating can help others outside of our office. **We have won "Fast 50" companies and "Best Places to Work" in the Jacksonville Business Journal.** Because of our public presence, **M3 is getting more exposure and other businesses in the city are adjusting the way they operate to help their teams be more intentional in their professional and personal lives.** Having stronger businesses and leaders in our city makes all of us all better as we grow.

We are **closely affiliated with the Jacksonville Chamber of Commerce** where the **leadership team at Flight Building** are **regular speakers** discussing our operation and what has been working for us. Our involvement in the affordable housing space has allowed us to form and execute on **partnerships with the local Habitat for Humanity as well.**

Our achievements are starting to expand on a national level, we receive recognition for sustainability, innovation, leadership, operations, and affordable housing. Our accomplishments have been featured in magazines, online articles, and other media platforms. This recognition results in a compounding effect where businesses and nonprofit organizations are reaching out to us for strategic partnerships and operational consulting on leadership, growth, and business process.

OUR FLYWHEEL & HEDGEHOG CONCEPT

Hire and recruit enthusiastic, passionate people with a thirst for knowledge and growth.

Organic growth fuels opportunities for our leaders and our expanding brand attracts like-minded individuals and businesses nationwide.

Cultivate leaders, enforce accountability, provide a framework for intentional living, and foster mental and emotional growth

FLIGHT BUILDERS

Increased demand from vendors, clients, and partners improves efficiency enabling us to get more competitive on our pricing for clients.

Our thriving growth culture in the office enhances relationships with vendors, clients, and partners by genuinely supporting their business development.

INTENTIONALITY

PURPOSE

MENTAL HEALTH

FLIGHT BUILDERS

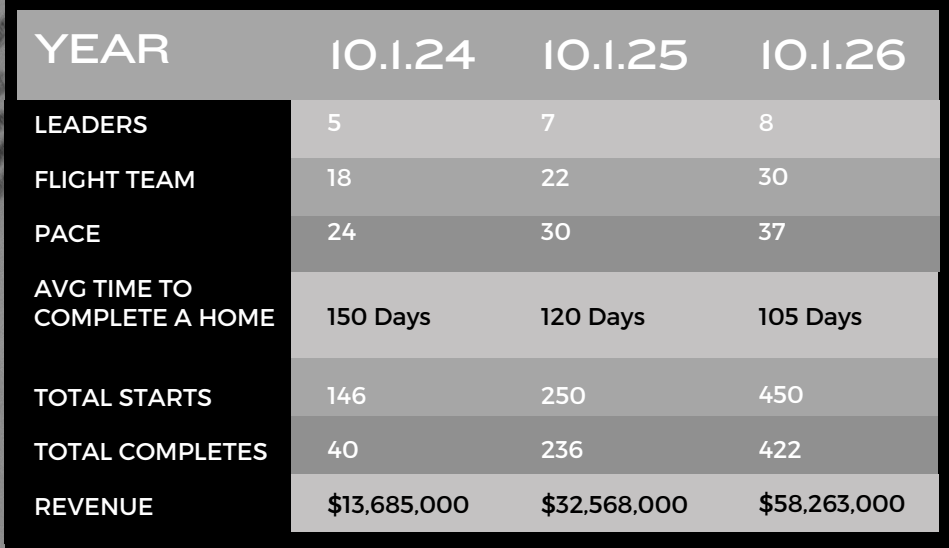
20 MILE MARCH

Growing emotionally developed leaders who live intentional lives and positively affect everybody around them.

Leadership development and accountability.

Purchasing real estate and efficiently building affordable single family housing.

#takeflight



Throughout the past three years we have honed our processes, systems, soft wares, and build schedules to a point where we are operating at high efficiency. At the same time, **we never get complacent or stop tweaking to make things smoother.** We have extreme clarity on our key numbers and why they matter, expanded versions of these numbers are looked at daily by those responsible to make sure they are always trending in the right direction. **The growth is fast but because of our structure and organization it feels stable, under control, and inevitable.**



THE FLIGHT GROUP AT KELLER WILLIAMS

The Flight Group is the highest volume real estate team in Northeast Florida. That volume comprises investor listings, standard retail listings/buyers, institutional investor clients, and Flight Building new construction spec homes.

The team is a source of development opportunities, infill lots, and off market fix and flips that feed into the system. Each agent on the team sets authentic business and personal goals and is provided a framework to accomplish everything they want to achieve. We understand that all real estate agents do not fit into the same mold, some agents will focus on land, others on off market houses, all skillsets are welcomed and capitalized on.

Flight Group has become a machine at working with institutional investors and selling new construction houses built by Flight Building. All agents working these lines of business understand the builds, contracts, warranty plans, and have phenomenal working relationships with the institutional fund representatives.

The culture is an extension of everything happening at Flight Building which is why we work so well together. The team operates with a looser version of traction which works better for them because most of the agents are high A. The system allows for each of the agents to have whatever level of accountability works best for them while breeding a work environment of aggressiveness and collaboration.

GLIDE LAND & HOME BUYERS

Mercedes and Cooper are well-known established professionals within the Northeast FL real estate community. They are known for their ability to execute on both single family homes and land deals quickly and painlessly. Glide will be the paid marketing campaigns that push their volume numbers even higher. 50% of their deal flow will come from relationships with wholesalers, developers, and real estate agents, the other 50% will come from direct to seller targeted marketing campaigns.

Over time, Glide will slowly transform to establish itself as the acquisitions arm for Flight Building. Glide will be the edge Flight Building has over other homebuilders. The ability to target and acquire land/lots directly from sellers combined with the deal flow relationships developed by Mercedes and Cooper gives Flight a strong advantage not only in pricing but also pipeline control. The ability to throttle those marketing channels up and down as necessary will allow Flight to adjust the pipeline based on external market conditions.

Glide is a repeatable system that Mercedes and Cooper will rinse and repeat in other markets throughout the US that need efficiently built affordable housing. Mercedes and Cooper or those who work for them will eventually fly around the country to set up these new markets where Flight is about to start building.

The symbiotic relationship between Flight Building and Glide continues to grow over time and eventually begins to completely dominate the homebuilding space. The key to this sustainable growth is leadership, pipeline control, and the ability to easily adjust based on economic conditions.

“TO GLIDE, SPREAD YOUR WINGS THIS IS THE SECRET TO FLIGHT BUILDERS”

YEAR 2024

MONTHLY

YEARLY

Sourced from Wholesaler

2

24

Marketing

3

36

Self Sourced

1.5

18

Total Houses

78

Marketing

2

24

Self Sourced

2

24

Total Lots

48

NET REVENUE: \$2 MILLION



THE BIG PICTURE

There is opportunity in all economic conditions, good and bad. Strong organizations are set up to identify and execute on them. Therein lies the power in our ultimate vision. No matter which way the economic winds are blowing, there will be a piece of our core business that can always be either expanded or improved upon.

The executive leadership team steering the trimaran have their fingers on the pulse of global economics while adjusting the rudder and sails as we continue to maintain our throttled speed of progress.

THE TRIMARAN

The Port Hull

The role of the Port Hull is to constantly be identifying and attacking opportunities in the market. It consists of our sales organization Flight Group which pounds the pavement, knocks doors, and shakes trees to make things happen. Flight Group RE will feed STF CC, the land fund, and development fund with deals. At times the Port Hull will be critical, providing the revenue that will blast the organization into another level, other times it won't, it all depends on the direction of the wind.

The Center Hull

Flight Building, our core. As a fee-homebuilder there will be times when we are humming, growing aggressively, and times when we will be focused on efficiency and honing our craft. When times are good, lots, land positions, and opportunity flows to us without end because we are authentic, accountable, operate efficiently, and develop and grow leaders at a world class level. Affordable housing needs to be built in good and bad economic conditions so we will always be building and getting better. The Center Hull is what stabilizes the boat, it is what allows us to continue our 20 Mile March (outlined by Jim Collins in his book "Great by Choice") no matter what weather is thrown at us.

The Starboard Hull

Placing capital into new affordable housing stock and profitable, underpriced businesses in the greatest country on earth is a good bet. The Starboard Hull is the final stop for capital as it flows out of the Center and Port Hulls. Keeping the theme across all parts of the boat, there will be times when those portfolios will grow, times they will shrink, but no matter the wind direction they will always be operated and managed at a high level.

The Sails

Our sails are what propel us forward, they are our purpose, charitable relationships, M3's, mental health, living with intentionality, these are the reasons we show up here every day and get shit done. We do so because fulfilling our potential and making progress in all areas of our lives gives life meaning.

Sometimes the boat will be tilted to the left, other times we will be to the right, but we will always be making forward progress with the wind in our sails and our Center Hull keeping us stable as we execute our 20 Mile March. We are a real estate based, profit generating organization for good that will continue to provide affordable housing while being a beacon of light supporting mental health long after each of us reading this are gone. We are built on a solid foundation of leadership with a strategy that excels in all markets. Our growth will be consistent, relentless, and make a positive impact on everyone we interact with





M3 COMMUNITY

M3 was born out of the struggle of working countless hours to define a clear path forward when the road ahead was too foggy to see clearly. I found that the harder I worked to figure out our path, the more hours I put in grinding on the computer, the more lost I felt. It was only when I slowed down and started looking internally that things started to shift, I worked on my:

Mind, by journaling, meditation, and tracking the quality of my days.

Relationships, by spending more time with my family, calling my friends more, and reconnecting with people I hadn't talked to in a while.

Body, with exercise, diet, and stretching.

When I started working on these pieces of my life, the fog started to clear and the answers to my questions began to appear. Looking inward rather than outward put me in tune with my heart and the path our organization was meant to go down.

M3's were born out of this discovery. I found that life has seasons, sometimes in these seasons working your ass off is counter-productive. Each season of life has its purpose but if you are too busy staying busy, telling yourself how busy you are, wound too tight to ever let things stop and slow down, you will never be in tune with the frequency of the world around you.

M3's core is Intense exercise, community, and mindfulness. These practices have the power to clear our minds of anxiety, depression, inadequacy, fear, and ultimately give us clarity on the world. Over the past 3 years the M3 community has stayed consistent every month. The Facebook page has grown to 10,000 members and there are open discussions about life, family, business, and mindset that let people know that they are not alone. The Secret to Flight Podcast and Friday Thoughts Blog Posts are completed and posted weekly on the page which ends up being another forum to start thoughtful conversations. The goal of the community is to gain wisdom and knowledge of the world as we make our way through it together.

THEORY ON LIFE

If you hire intentional, goal oriented people who you truly enjoy spending time with, then intertwine the vision of the organization with the personal goals of those within it, you can create magic. You manifest an environment where people show up each day energized to make an impact on the world while fulfilling their potential as individuals.

I get extreme satisfaction watching unrelenting progress being made on meaningful work. Everyone at Flight lives their lives with a level of intentionality that doesn't stop at the doors of our office, it ripples out to our friends, families, clients, and vendors. Watching our team grow as leaders and people forces me to get better. Living with intentionality and setting goals brings clarity to life, knowing where you are going in the future makes decisions easier in the now. This style of operating is why we have grown so quickly, it is not an accident that we built a fully staffed division building 450 houses/year in 3 years, that was the plan from day one.

Mental health is a looming issue in communities around America. I have seen what can happen if the darkness gets a hold of somebody, it has impacted people close to me and forever changed the way I think about the world. Life is too short to not feel energized and engaged most of the time, notice I said most of the time, not all the time. Other than my passion for our team and leadership, mental health is an area we will impact significantly as we scale. Living with intention, joy, and purpose mixed with the right nutrition, physical exercise, and sleep can solve the vast majority of issues for people that are feeling depressed and anxious. It is difficult to feel that negativity when you are up at 6 AM on a Saturday to watch the sunrise, sweat, and meditate with a supportive group of like minded people.

Planning 3, 10, 25 years ahead is hard, thought-intensive work. Taking a break from putting out fires and living in the whirlwind to plan for the next quarter is difficult, it's much easier to just react to emails and put out fires all day. Thinking about what you want your life or business to look like in the future is the easiest thing to procrastinate on. It is much easier to just exist in the day to day and take life as it comes at you, but here at Flight we don't leave items that are important to chance. I always go back to this quote from Alice in Wonderland,

Alice: "Would you tell me please, which way I ought to go from here?"

Cheshire Cat: "That depends a good deal on where you want to get to."

Alice: "I don't much care where."

Cheshire Cat: "Then it doesn't much matter which way you go."

At Flight Building we know exactly where we are going and why. When an organization does not know those two things, the entire office loses its mojo. The passion and energy are drained as everybody insidiously transforms into soulless bodies just punching a clock and scrolling Facebook all day, thinking about the weekend.

Life is too short to live like that,

Too short to not continuously pursue knowledge, meaning, and wisdom,

Too short to walk around aimlessly without purpose,

Too short to not make a difference and impact the world in your authentic way, because if you can, you must.

Pat Flynn
Founder of
Flight Building



#TAKEFLIGHT

📷 @flightbuilders

✉️ info@flight.builders

**FLIGHT
BUILDERS**