



# **Preliminary Property Development Business Plan & Risk Assessment for Puerto Del Rio, Cocoa Beach Florida**



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## EXECUTIVE SUMMARY

### Introduction

Optimus Alliance is presenting an existing project named Puerto Del Rio Condo development with remaining 112 units to be built. We have recently completed our review of the project. Completed are 172 Units of the development and all permits have been pulled for the remaining. The market in the Cocoa Beach Area for condominium properties has rebounded and has become one the strongest new residential markets in the country.

### Story

Puerto Del Rio is all about building the remaining 112 units of 3 bedrooms with all extras included. Our goal is to sell these units to investors or home buyers who like the area close the major business of Cape Canaveral and have Inside Passage views and access. Our major market is locals working or retirement as well as overseas.

The subject property is being held free and clear. Today's estimates should have the land at around \$75,000 per unit making it \$8,400,000

### Land Cost Evaluation

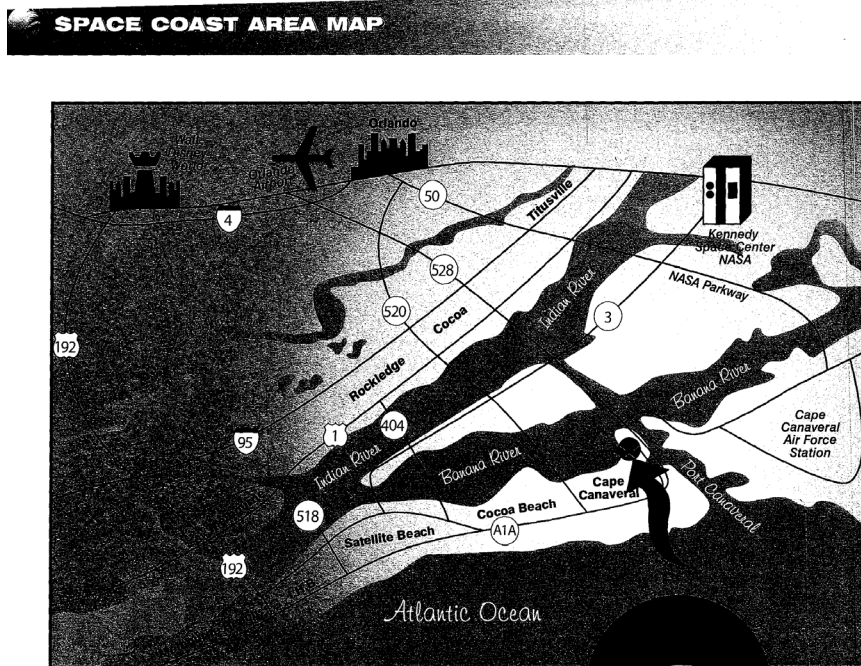
Units Sales Price:	\$400,000
Land Value at 20% of sales Price:	\$80,000
Discount:	(\$5,000)
Final Land Price per Unit:	\$75,000
Total Land Price:	\$8,400,000

**Location**

The subject property is located within the Economic Overlay District of Cape Canaveral. The subject has been approved for seven mid-rise multifamily pads by the City of Cape Canaveral. Each pad is approved for 16 units with a building height to 45 feet.

The subject property, more specifically, is located next to the only remaining undeveloped area of Cape Canaveral, and adjacent to the Banana River.

The surrounding area is an older well-established community with condominium lots to the south, along with hotels and other commercial and multi-family developments.



**PUERTO DEL RIO, L.L.C.**  
*A Riverfront Condominium Community*

*Location*  
North of the Radisson Hotel on A1A,  
turn west on Central Boulevard to the River.  
**For more information call 321 783 1373.**



- 45 Minutes to Disney and Sea World
- 35 Minutes to Orlando International Airport
- 20 Minutes to Kennedy Space Center
- 5 Minutes to Canaveral Port - Cruise Lines
- 5 Minutes to Shopping
- Minutes to Golf, Fishing, Sailing, Entertainment  
Restaurants, Hospital and Churches.

Oral representations cannot be relied upon as correctly stating representations of the developer. For correct representations, make reference to this brochure and to the documents required by Section 718.503, Florida Statutes, to be furnished by a developer to a buyer or lessee.

## SITE DEVELOPMENT

The subject is comprised of seven buildable pads which will support 16 units with 4 units on each floor to a 45-foot building height. The total number of buildable units is 112.

The FEMA Map is showing that the subject property is located in an area that is considered to be in Zone X which is outside the 500year floodway area.

The subject has significant infrastructure to the subject site which includes electric, municipal water and sewer. The site has a master drainage plan in place. Building height to 45 feet. Master storm water retention lake is in place.

## SWOT ANALYSIS

### Strengths

- Retirement agents continuously looking for more condos
- Amazing investment opportunity for rental yields for Buyers
- Buyers will enjoy the highest appreciation being next to Cape Canaveral Port and Spaceport
- Close to Major Business facilities
- Close proximity to Golf Resorts, Airport, Facilities
- Location on the sea-front is exquisite
  - High Development in the Area of Resort and Multifamily properties
  - Road access provides more car coverage and easier access.

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### **New study finds Brevard has second-strongest economic growth in country**

**Dave Berman** Florida Today

Published 6:01 a.m. ET Feb. 23, 2021 | Updated 2:24 p.m. ET Feb. 23, 2021

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Loirena Cruz Quintero, a L3Harris Technologies Inc. senior associate in electrical engineering, works at the company's microelectronics lab in Palm Bay. L3HARRIS TECHNOLOGIES INC. PHOTO



## Weaknesses

- Area is now being slowly re-developed.
- Being on hold for some time

## Opportunities

- Extensive accommodation will be needed around the Cape Canaveral area to cover the extra high demand from new business from the revival of the NASA spaceport and the new cruise terminals at the port.
- Create a Friendly neighbor association with all business associations.
- Lifestyle proposal is one of the advantages to be taken into consideration.
- Rental Income proposal for investors should attract a variety of potential buyers
- Affiliation of owner with Optimus Alliance give the advantage of having marketing and agents already in place to promote project.

## Threats

- Market shifts may make the market more volatile.
- Spaceport reduces the demand.
- New and other condo projects appearing







## MARKETING STRATEGY

- Sales office on site with experienced marketing and sales force.
- Website and internet advertising.
- Participation in property exhibitions.
- Fencing the project with Signs of photos internal and external.
- Attracting agents to the project with various incentives.



## MARKETING MATERIALS

You can also see the website [www.optimusalliance.com](http://www.optimusalliance.com)







## MANAGEMENT TEAM

Our development team, although new as a group, encompasses all aspects of the business from construction to marketing to sales and we feel we have collectively substantial talents and insights into this market, as well as each individually has extensive experience in our respective fields. We have also worked diligently over the last 8 months with our vacation management, architects, engineers and realtors to design and develop the best use of our property and bring the best possible product to the market.





## CHAIRMAN



Constantinos A. Zavos, has extensive knowledge and experience investing in growth, emerging growth and established operating companies. Moreover, he has invested in and developed real estate projects in Cyprus, Greece, Romania and the USA, focusing largely on projects involving raw land.

Constantinos has also held directorship roles within various commercial entities including FF&E companies supplying hotels and restaurants, commercial and residential real estate companies, and home automation companies.

He has also created a wholesale supply brokerage company in Cyprus, CAZ Estates Limited, which sells high-yielding tenanted property in the USA to investors around the world. The company has sold through its network over 450 properties in recent years.

Additionally, he has created Optimus Alliance which markets its own projects globally. Mr. Zavos is also the Chairman of DAZ Development LLC. The company currently owns and develops 126 town homes in the Disney area in Orlando Florida, USA.

Optimus Alliance is also currently constructing Compass Pointe an 84 townhouse community in Apollo Beach, Hillsborough County Florida within the Master Planned community of Mirabay.

He has recently also constructed and sold 2 Starbucks in Central Florida.

He is also currently involved with other partners in various other projects in Florida, USA, relating to the development and subsequent leasing of commercial land to quality tenants, among which Starbucks, and also a 77-acre commercial project close to Disneyworld which will include 400 residential units and multiple commercial units and hotels.

Mr. Zavos holds an MBA degree from Webster University, a Master's Degree in Management and Business Administration from Westminster University and a Bachelor's Degree in Management and Business Administration from the University of Reading, in England.

## EXIT STRATEGY

Our goal is to pay off within twelve months which is achievable based on a conservative scenario of cash flow strategies we have made. Our NET positive Cashflow from sales will pay down the debt and we feel confident with our product and price range we can achieve this. Our competition is selling much higher prices than the prices we are currently selling so we are sure based on our experience on constructing and selling that the numbers are definitely conservative on the above Cashflow. Selling prices are based on current prices and not on increasing prices later on. Even if some of the units cannot be sold these can be re-financed as income producing properties as the returns from rentals are great and produce high ROI which should satisfy any lender to provide a re-finance thus repaying the original lender.

## REFERENCES

- ▶ [www.optimusalliance.com](http://www.optimusalliance.com)
- ▶ [www.Zavos.com](http://www.Zavos.com)
- ▶ [www.theazuresort.com](http://www.theazuresort.com)
- ▶ [www.cazestates.com](http://www.cazestates.com)
- ▶ [www.cazmanage.com](http://www.cazmanage.com)
- ▶ Projects in Cyprus and Greece



**SOME IMAGES**



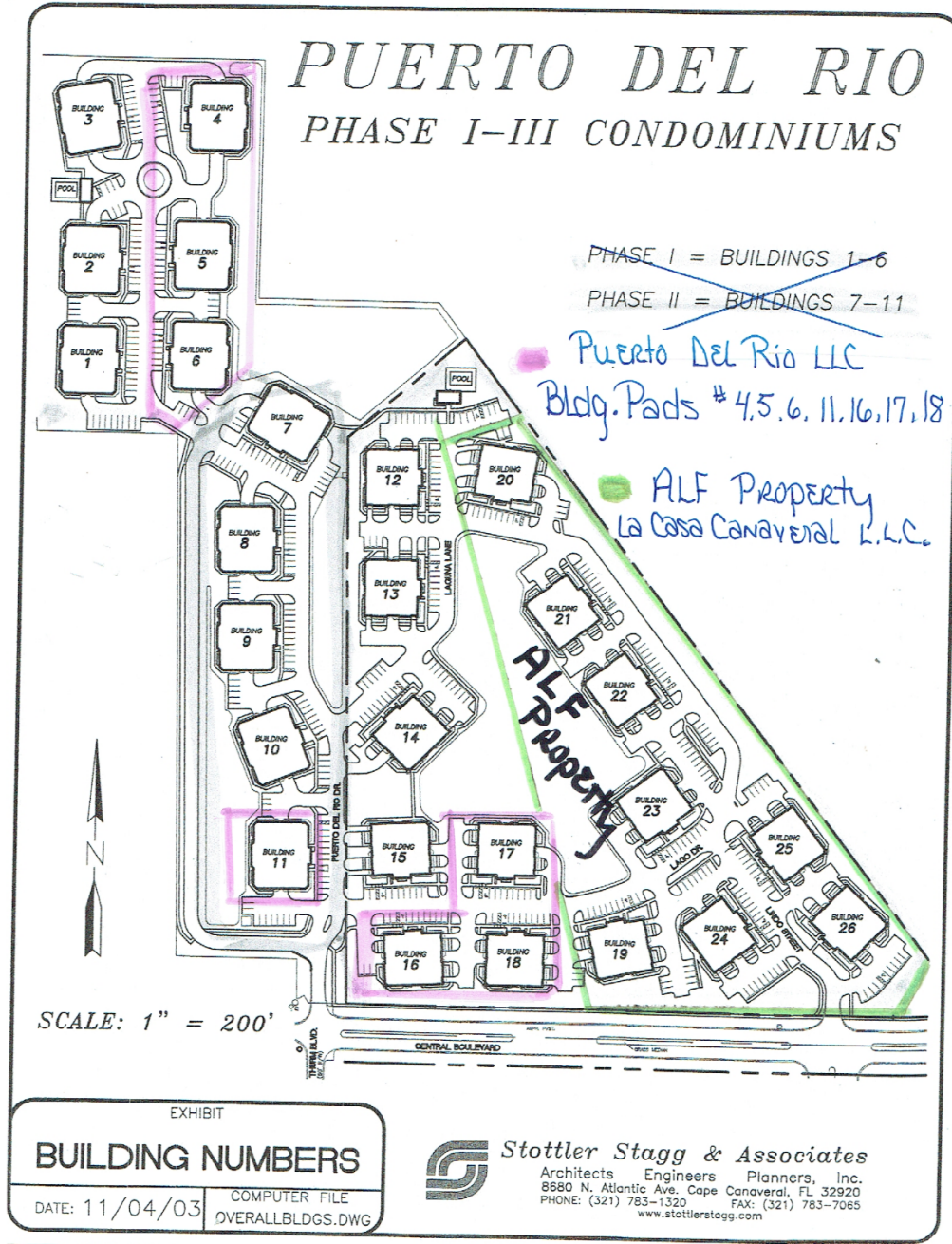
  
**OPTIMUS**  
ALLIANCE





# OPTIMUS ALLIANCE

## PLANS

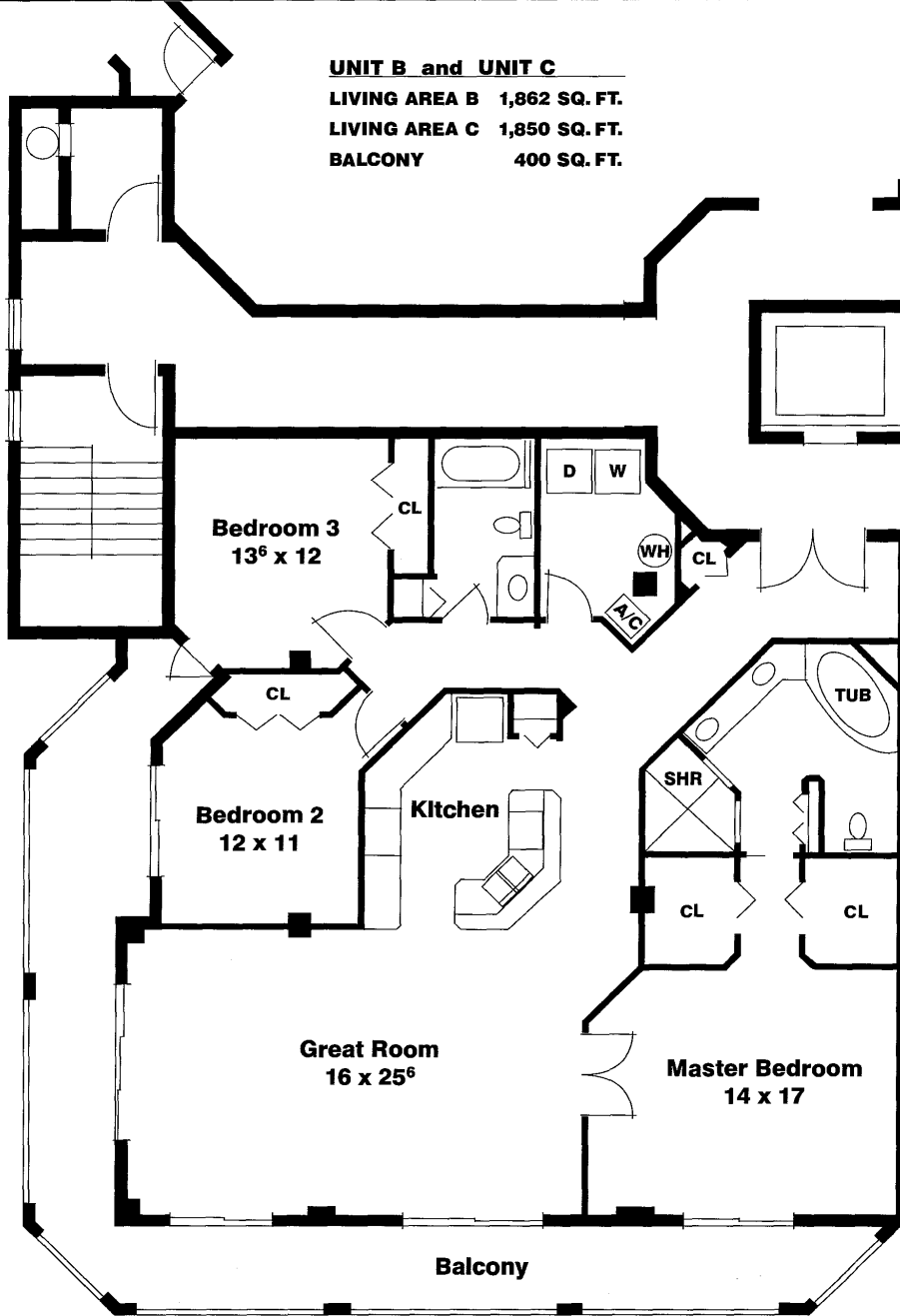




# OPTIMUS ALLIANCE

## FLOOR PLAN ONE - PHASE THREE

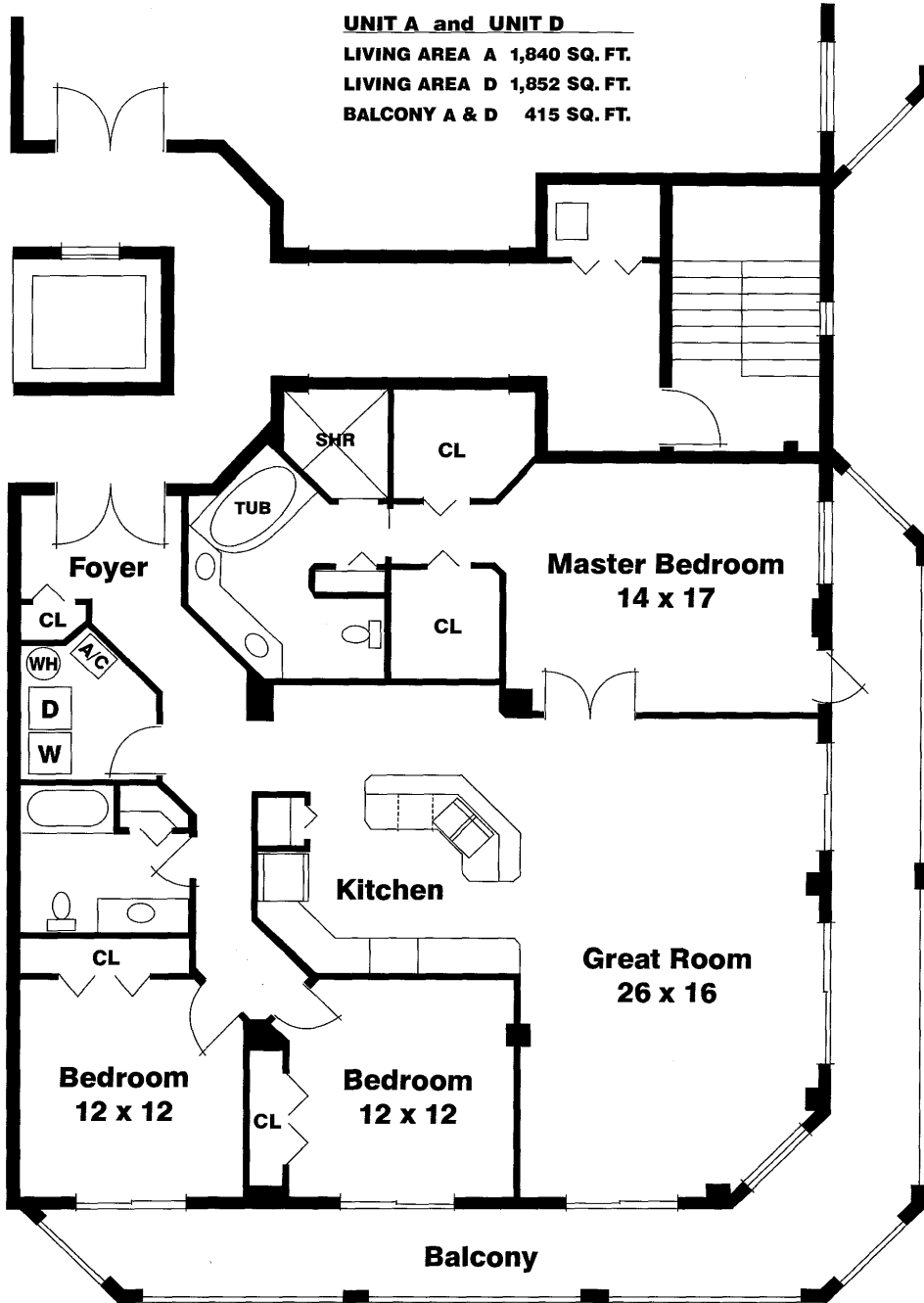
**UNIT B and UNIT C**  
**LIVING AREA B 1,862 SQ. FT.**  
**LIVING AREA C 1,850 SQ. FT.**  
**BALCONY 400 SQ. FT.**





# OPTIMUS ALLIANCE

## FLOOR PLAN TWO - PHASE THREE







## THANK YOU

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