



## Divide And Conquer

Leading the way in urban revitalization

### Preface Group

**Principal**  
Bryan Coggins

**Location**  
Newport Beach, California

Operating in dense urban areas in southern California, real estate development firm Preface Group looks to add value to the land and community with each project.

"I think our business model is very unique," says Bryan Coggins, Principal of Preface Group. "It has been in place for about 10 years, and we get positive feedback from the homebuilders. We're one of the few firms in California that solely focuses on land development. We get a lot of calls every week from builders who are looking for lots."

The firm concentrates on urban areas with projects that draw high-value residents and add worth to neighborhoods. While past development has focused on extending the boundaries of cities, Preface Group specializes in adaptive re-use within cities.

"The people in our firm, much like the urban home buyer, are in their twenties, thirties and forties and have an environmental focus," Coggins says. "We take pride in the fact that our projects are mostly adaptive re-use. We tear down an apartment building or old industrial building, and we're not continuing the urban sprawl. We like that, and it makes us feel good and certainly the cities that we work in appreciate it."

Preface Group also noticed a trend of people moving back into cities compared to the growth of suburbs over the past few decades. The firm's land development provides people the opportunity to live in the city, close to jobs, entertainment and restaurants, and avoid the commuting associated with suburban life, Coggins says.

“In the 60s, 70s and 80s, everybody wanted to get out into the suburbs, and I think we’re kind of seeing  
“It was the first detached live/work project in the state of California, and I believe in the United

markets,” Coggins says. “We like to do three-story detached homes because our buyers are young. What that allows us to do is raise the density and put more lots on a given space, which means ob-  
other urban core areas,” Coggins says. “It doesn’t work in rural areas, but it certainly works in urban cities. We are knocking out about 12 projects per year just in California, and we will probably get that