



# OUR CREDO

We create places with a purpose: to engage people and the landscape together in an inspired way of living that enhances the natural, built and social environments as well as the lives of the people who live there.

To us, places are like doorways to a more meaningful life. Places that promote a culture of higher purpose attract people with the same ideals. That's what we want. That's why we do what we do.

Whether it be health, learning, art, nature, innovation, sustainability or any number of causes aimed at improving our planet and the quality of life of our communities, our approach to our craft embraces this philosophy: start with the purpose then create the place around it. Imagining is one thing – doing is another. We are doers, and we constantly strive to perfect the capabilities required to create and sustain extraordinary places.



RAYDIENT PLACES + PROPERTIES



# OUR PRINCIPLES

**Start with a purpose:** every place is built to improve the way people live. Everything we do gives back to our landscape and our communities.

**Be people centered:** create places that are human scale and that help people find and pursue their passions. Our places are not built for ego or status but for comfort and connections. “Built for you” matters to us.

**Think big, act small:** pursue the big ideas and execute in small but powerful steps. Leave room for flexibility and change.

**Simplify and clarify:** the best places and the best ideas are simple ones. Keep asking: “Can we make it simpler?” Cut through the jargon and hear between the lines to give people what they want even if they can’t articulate it.

**Think timeless:** the truly great ideas are durable. Create places that sustain and regenerate and get better over time.

**Be organic:** enduring places are authentic and made of natural and indigenous ingredients. Our places are planned and developed as a natural evolution of the region’s ecosystem and quality of life. We will not import foreign culture but foster an organic one. (If you want Tuscany move to Italy!)

**Be forward leaning:** pursue innovation in everything we do. Don’t just do it like we did it before, do it for now. Try new things. Don’t be afraid to fail. All breakthroughs begin by provoking convention.

**Remain balanced:** our craft requires both vision and action, art and science, magic and logic, creativity and technical expertise.

**Embrace “plus”:** always ask: how can we improve, how can we make it better?

**And always remember – our relationships and approach to business are honest and built on trust. All business is personal.**





RAYDIENT  
PLACES + PROPERTIES

The name Raydient reflects pride in our history and our purpose.

**Our history:** a connection with Rayonier whose roots date back almost a century, a company that serves as an exceptional steward of the land and the quality of life of the communities that it is a part of.

**Our purpose:** to create and sustain extraordinary places and properties that shine brightly for generations to come.

**Blue sky:** a flowing, cloud-like icon is a futuristic symbol reminding us to always aim high to serve our clients and customers with integrity, innovation and excellence beyond the expected.