

FINFROCK®

Solutions

**SPEED IS THE KEY:
THE FAST LANE TO FIRST OCCUPANCY**

THE CENTERPOINTE APARTMENTS
ALTAMONTE SPRINGS, FL

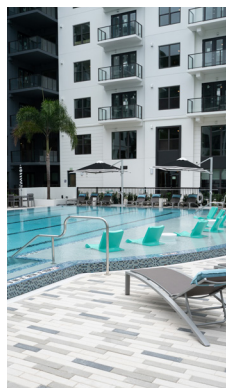
FLORIDA'S LEADER IN DESIGN-BUILD

CENTERPOINTE: BUILT TO MOVE FAST BACKED BY MARKET EXPERTISE



“At Emerson, we want projects that stand the test of time. With FINFROCK, we got a team that shared our long-term vision and delivered at every stage—from design to delivery. The finished project speaks for itself and reflects the dedication of both teams”

Jonathan Claber, Emerson US



When Emerson International partnered with FINFROCK to deliver The CenterPointe—a 401-unit luxury apartment community in Altamonte Springs, they didn’t just hire a builder, they chose a strategic advisor with deep roots in both construction and development.

Located on a prime site overlooking Crane’s Roost Lake, The CenterPointe is part of Emerson’s larger vision to create a development that is a vibrant, walkable destination for the Central Florida community, anchored by new luxury multifamily. For Emerson, a few extra months on the market can mean millions in rental revenue—or losses. So when planning The CenterPointe, speed wasn’t just a bonus—it was a business decision.

As the architect, precast manufacturer, and general contractor, FINFROCK controlled the entire process—from concept to CO— helping to optimize unit mix, building layout, and phasing to align with Emerson’s pro forma.

And once construction began, we delivered the full structure in just over seven months, helping Emerson hit the market faster.

What made the difference wasn’t just the pace of construction—it was the transparency. Emerson had full clarity on costs, timelines, and risks from the beginning. With early pricing, a locked-in schedule, and tight coordination, The CenterPointe stands as proof that **speed and quality don’t have to compete**. Our client got exactly what they needed: a high-end multifamily product, delivered on their terms.

Key Benefits to the Developer:

• Early Cost Certainty:

Provided upfront pricing and ROI-driven planning, giving Emerson full clarity on budget from day one.

• Reduced Project Risk:

FINFROCK’s integrated approach eliminated the design and coordination gaps common in traditional project delivery.

• DualDeck® Technology Advantage:

Embedded utility infrastructure into the structure, allowing trades to finish faster and units to be rent-ready sooner.

• Stronger Financial Performance:

- Faster lease-up creates early cash flow
- Lower maintenance reduces operating costs
- High-quality construction contributes to better insurance rates

The Bottom Line:

Though the initial investment in a precast concrete system was higher than conventional framing, the return was clear: faster delivery, fewer surprises, and a durable asset built to retain value—and generate revenue—for years to come.

FINFROCK

SMARTER MULTIFAMILY STARTS HERE. GET MORE VALUE OUT OF EVERY SQUARE FOOT YOU BUILD

As a vertically integrated design-builder and developer, we approach every project with your pro forma as the foundation. Our team can quickly conceptualize and iterate building layouts to maximize rentable square footage, right-size amenities, and achieve the optimal unit mix for your market.

Our resilient precast concrete structures, built using our proprietary DualDeck® technology, offer wide-open floor plans and top-tier amenities — without sacrificing speed, sustainability, or cost efficiency.

By building in zones and completing sub-trade work along the way, leasing can begin even before the final unit is finished. This approach helps accelerate your return on investment. Combined with our precast system and budget-conscious design approach, we deliver durable, high-end buildings that make economic sense.

Let's discuss how FINFROCK can bring your vision to life — faster, smarter, and with less risk.

LET'S MAXIMIZE YOUR SITE'S POTENTIAL

Tell us a little about your project — and let us show you the smarter way to build multifamily. Complete the form to receive a customized concept based on your site and goals.

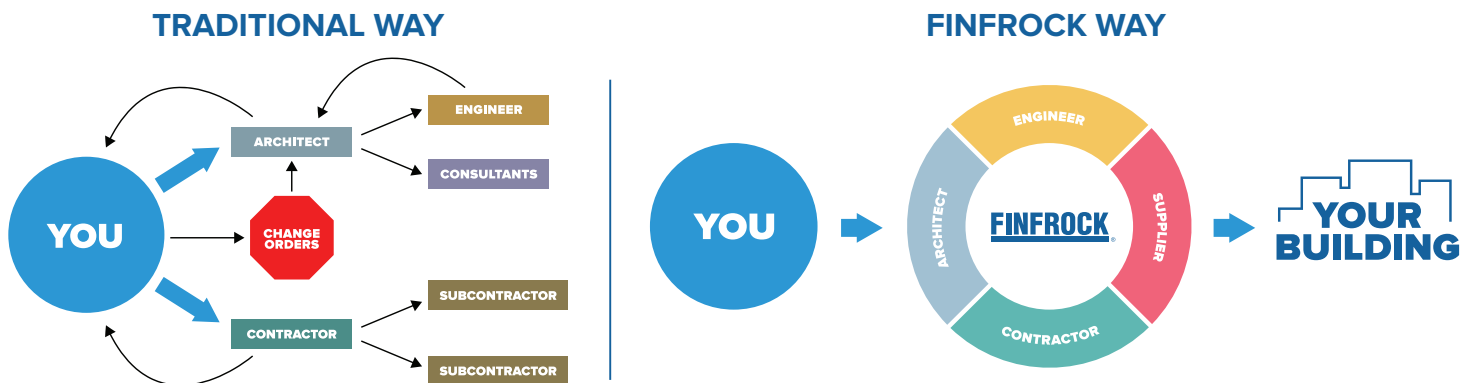


SET YOUR NEXT PROJECT UP FOR SUCCESS WITH FINFROCK

Before embarking on your next construction project, it's crucial to determine its feasibility and ensure a smooth journey from start to finish. That's why we encourage you to talk to us first.

At FINFROCK, we take pride in working with customers on every step of the building process, from concept to completion. Our in-house team consists of award-winning architects, engineers, manufacturing crews, and construction experts all working under one roof to deliver exceptional value and results.

Our approach minimizes risks, reduces costs, and accelerates the timeline to bring your investment to life.



By functioning as the first and last step in getting the building you want, FINFROCK minimizes client responsibility and risk as the sole point of contact throughout your building journey.



FINFROCK

For additional information about our company, successful projects and our process, visit www.finfrock.com.

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