IMARA

PRIVATE TECHNOLOGY COUNSEL

The independent prescription for exceptional living.

PEOPLE
PLACES
TECHNOLOGY
A HIGHER STANDARD

01

Extraordinary Homes Deserve Extraordinary Representation.

A home valued in the tens of millions deserves more than exceptional architecture. It deserves exceptional technology planning.

Today's luxury estates depend on sophisticated networks, lighting control, automated shading, private cinema, security, environmental systems, wellness technologies, and intelligent automation. Together, they form the digital infrastructure of the home.

There is a better way.

OWNER'S TECHNOLOGY REPRESENTATION

INDEPENDENT. OBJECTIVE. ENTIRELY ALIGNED WITH YOUR INTERESTS.

Rob Morone

EXPERIENCE ARCHITECT

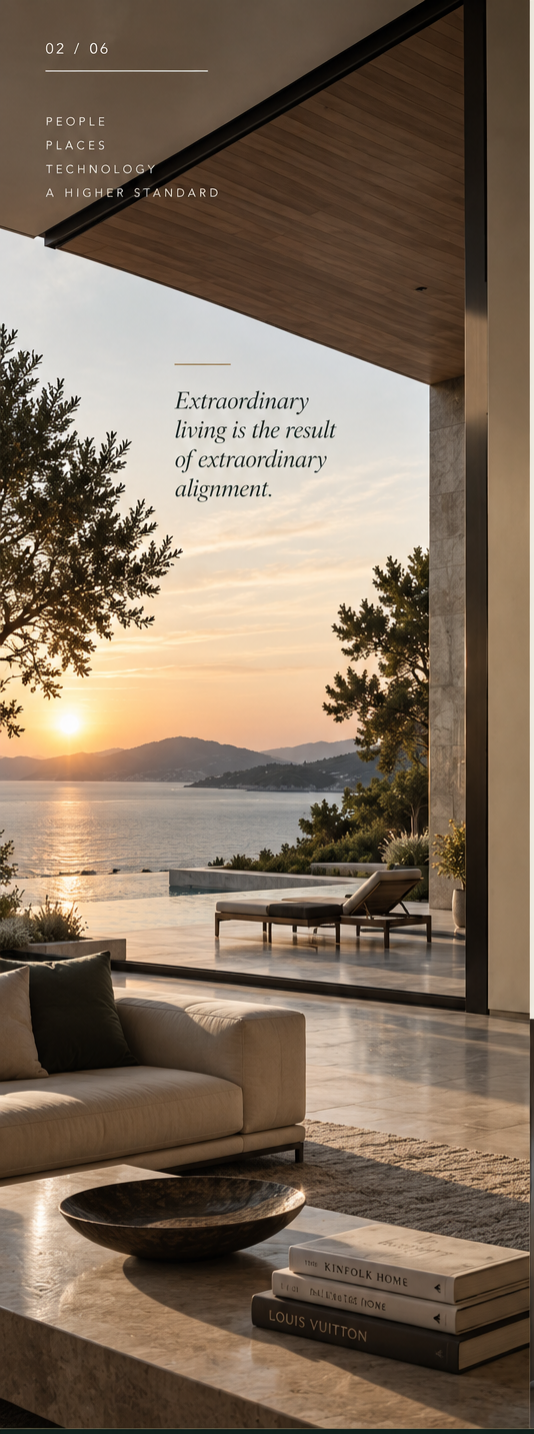
407.385.7290

© 2026 imarareps. All rights reserved.

A MORE INTELLIGENT WAY TO LIVE.

www.imaraluxuryreps.com

PEOPLE
PLACES
TECHNOLOGY
A HIGHER STANDARD



Extraordinary living is the result of extraordinary alignment.

IMARA

PRIVATE TECHNOLOGY COUNSEL

The independent prescription for exceptional living.

Technology Has Become the Most Complex System in Your Home.

You retain an architect to shape the vision.

An interior designer to define the experience.

A landscape architect to create the environment.

A structural engineer to protect the integrity of the building.

But who ensures every technology decision serves your long-term interests?

Who coordinates technology across every discipline?

Who protects your investment before costly decisions become permanent?

That responsibility belongs to your Owner's Technology Representative.

We become your independent technology advisor from concept through completion—ensuring every decision supports the architecture, enhances daily living, and protects your investment.



PRESERVE
ENHANCE
PROTECT
FOR GENERATIONS

© 2026 imarareps. All rights reserved.

IMARA
PRIVATE TECHNOLOGY COUNSEL
The independent prescription for exceptional living.

PEOPLE
PLACES
TECHNOLOGY
A HIGHER STANDARD

A Comprehensive Approach to Extraordinary Outcomes.

We provide independent technology representation across the entire lifecycle of your project — from early vision to long-term support — ensuring every decision serves your goals, your lifestyle, and your legacy.



OUR CORE SERVICES

Independent Representation. End-to-End Assurance.

A structured, proactive approach to technology planning, design, delivery and long-term performance.

STRATEGIC PLANNING
Align technology with your vision, lifestyle and long-term goals.

DESIGN REVIEW & COORDINATION
Ensure every system is intentionally designed, integrated and future-ready.

STAKEHOLDER LEADERSHIP
Unify architects, interior designers, builders and technology partners under a single strategy.

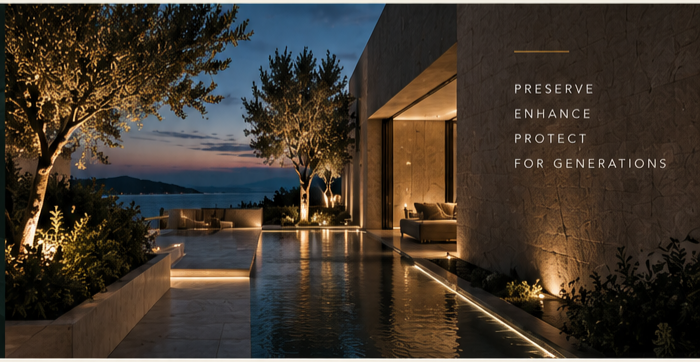
PROCUREMENT OVERSIGHT
Objective evaluation of vendors, proposals and budgets to protect your interests.

CONSTRUCTION SUPPORT
On-site oversight to ensure design intent, quality, and proper implementation.

LIFECYCLE STEWARDSHIP
Ongoing support, optimization and advisory for a home that evolves with you.

"Exceptional living is not an accident. It is the result of intentional oversight."

IMARA



© 2026 imarareps. All rights reserved.

IMARA
PRIVATE TECHNOLOGY COUNSEL
The independent prescription for exceptional living.

PEOPLE
PLACES
TECHNOLOGY
A HIGHER STANDARD

Why Independent Representation Matters.

Technology is no longer optional — it is foundational to how you live, work, and experience your home. Yet the most sophisticated homes often involve multiple vendors, trades, and disciplines, creating risk, complexity, and opportunity for costly mistakes.

As your independent technology representative, we bring clarity, alignment, and accountability to ensure your technology investment delivers exactly what you envisioned — and more.



THE IMARA ADVANTAGE

Protection. Perspective. Performance.

PROTECT YOUR INVESTMENT
Independent oversight eliminates conflicts of interest and reduces costly surprises.

OBJECTIVE GUIDANCE
You receive unbiased advice focused solely on your goals and lifestyle.

UNIFIED STRATEGY
We align architects, designers, builders, and technology partners under a single, cohesive plan.

REDUCED RISK
Proactive coordination prevents delays, change orders, and incomplete execution.

EXCEPTIONAL OUTCOMES
Every detail is considered, every system is integrated, and every experience is elevated.

LONG-TERM VALUE
Thoughtful planning ensures technology evolves with you and enhances the value of your property.

THE VALUE IS CLEAR

01 **PEACE OF MIND**
Confidence that every decision supports your interests.

02 **TIME SAVINGS**
One trusted partner managing the technology complexity.

03 **SUPERIOR EXPERIENCE**
Seamless integration that enhances how you live.

04 **LASTING IMPACT**
A home that is intelligent, resilient, and future-ready.



More Than Technology. A Higher Standard.

At IMARA, we believe exceptional living is achieved through intentional oversight, flawless execution, and technology that disappears into the background — so you can focus on what matters most.

INTENTIONAL
TECHNOLOGY
FOR A MORE
EXTRAORDINARY
TOMORROW

© 2026 imarareps. All rights reserved.

IMARA
PRIVATE TECHNOLOGY COUNSEL
The independent prescription for exceptional living.

PEOPLE
PLACES
TECHNOLOGY
A HIGHER STANDARD

OUR PROCESS

Clarity at Every Stage. Confidence for What's Next.

A proven, structured approach that keeps your vision, investment, and experience at the center — from concept to completion and beyond.



01 DISCOVER
Understand

We listen deeply to learn your goals, lifestyle, and vision. Every engagement begins with context — not assumptions.

02 STRATEGIZE
Align

We develop a tailored technology strategy that integrates with your architecture, design, and long-term plans.

03 EXECUTE
Manage

We coordinate vendors, oversee implementation, solve challenges, and ensure quality at every step.

04 ASSURE
Validate

We test, document, and confirm that every system performs as intended — and that your interests are fully protected.

05 SUPPORT
Evolve

We remain your trusted partner, providing ongoing advisory support as your technology and lifestyle needs evolve.

MORE THAN PROJECTS

We Deliver Peace of Mind.

- OBJECTIVE ADVICE
- COORDINATED EXECUTION
- RISK MITIGATION
- COST CONTROL
- LONG-TERM VALUE



"IMARA brought a level of clarity, discipline, and advocacy that gave us complete confidence throughout our project. They protected our interests, solved problems before they became issues, and helped us achieve a result far beyond what we imagined."

PRIVATE RESIDENCE CLIENT

EXCEPTIONAL OUTCOMES ARE INTENTIONAL.

THE RIGHT PEOPLE
THE RIGHT PROCESS
THE RIGHT TECHNOLOGY
A BETTER WAY TO LIVE

© 2026 imarareps. All rights reserved.

PEOPLE
PLACES
TECHNOLOGY
A HIGHER STANDARD

IMARA
PRIVATE TECHNOLOGY COUNSEL

The independent prescription for exceptional living.

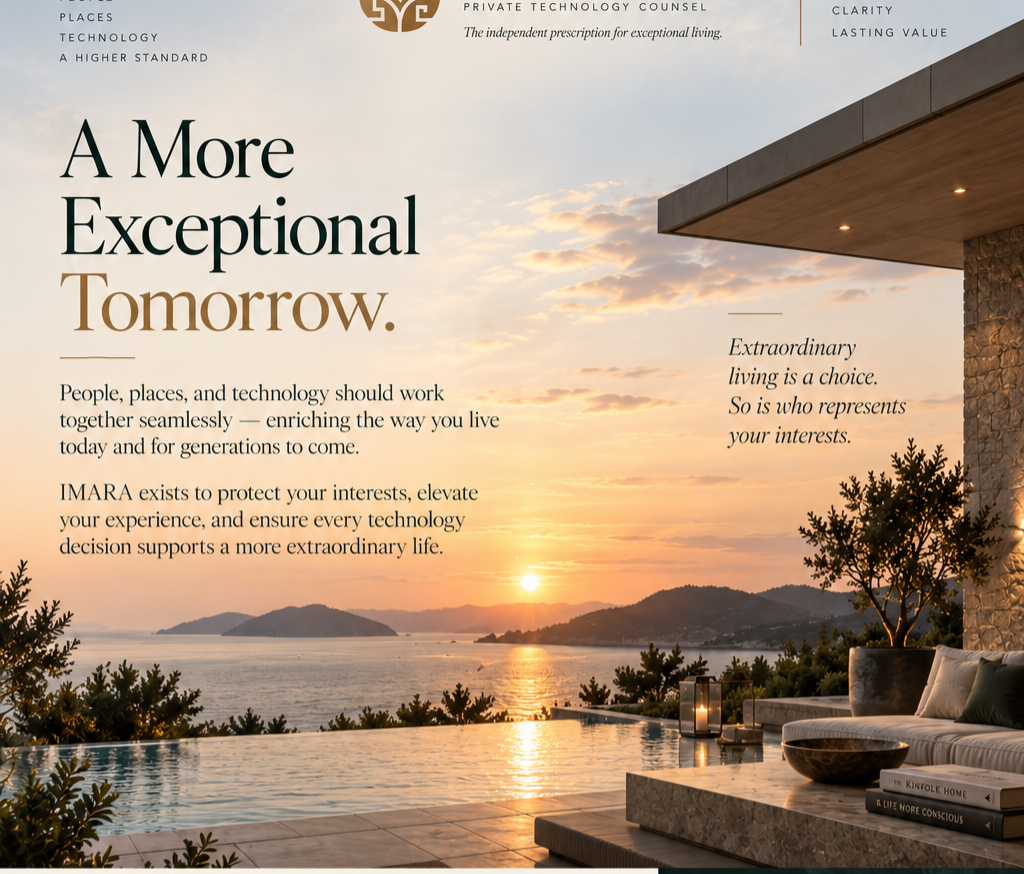
LUXURY
INDEPENDENCE
CLARITY
LASTING VALUE

A More Exceptional Tomorrow.

People, places, and technology should work together seamlessly — enriching the way you live today and for generations to come.

IMARA exists to protect your interests, elevate your experience, and ensure every technology decision supports a more extraordinary life.

Extraordinary living is a choice. So is who represents your interests.



YOUR INTERESTS FIRST

Independent. Objective. Always aligned with you.

A HIGHER STANDARD

Greater clarity. Stronger decisions. Exceptional outcomes.

A TRUSTED PARTNER

Advocacy, insight, and support for what matters most.

LASTING IMPACT

Technology that enhances your life today — and for generations.

LET'S BUILD

What's Next, Together.

Whether you are planning a new residence, modernizing an existing property, or exploring what's possible, IMARA is here to provide the independent perspective and expertise you need.

START A CONVERSATION

DISCREET. CONFIDENTIAL. ALWAYS YOURS.

Rob Morone
EXPERIENCE ARCHITECT

407.385.7290
www.imaraluxuryreps.com

IMARA
PRIVATE TECHNOLOGY COUNSEL

INTENT | INTEGRITY | EXCEPTIONAL OUTCOMES

A MORE INTELLIGENT WAY TO LIVE.

"The independent prescription for exceptional living."

© 2026 imarareps. All rights reserved.