



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 Marone

TECHNOLOGY REPRESENTATIVE

407.383.7290

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



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.



*Greater clarity.
Smarter decisions.
A more exceptional way to live.*

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

Create 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



**PREPARE
ENHANCE
PROTECT
FOR GENERATIONS**


IMARA
 PRIVATE TECHNOLOGY CONSULTING

INTENT | INTEGRITY | EXCEPTIONAL OUTCOMES

A MORE INTELLIGENT WAY TO LIVE.



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.



*Complexity managed.
Vision realized.*

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



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
<i>Understand</i>
We listen deeply to learn your goals, lifestyle, and vision, every engagement begins with context — not assumptions. | 02
STRATEGIZE
<i>Align</i>
We develop a tailored technology strategy that integrates with your architecture, design, and long-term plans. | 03
EXECUTE
<i>Manage</i>
We coordinate vendors, oversee implementation, solve challenges, and ensure quality at every step. | 04
ASSURE
<i>Validate</i>
We test, document, and confirm that every system performs as intended — and that your interests are fully protected. | 05
SUPPORT
<i>Evolve</i>
We remain your trusted partner, providing ongoing advisory support as your technology and lifestyle needs evolve. |
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THE RESIDENCE, DOCUMENTED

A remarkable home should be understood.

Every residence has knowledge worth preserving: what is installed, how it operates, when it needs attention, and whom to call.

IMARA coordinates a Residence Systems Handbook: a single, authoritative reference for understanding, operating, and caring for the home.

SYSTEMS / CARE / CONTINUITY

From lighting and climate to pool, irrigation, generators, and solar, the handbook organizes equipment records, operating guidance, maintenance requirements, warranties, and trusted contacts, with input from the responsible trades.

*Clarity for daily living.
Continuity for the years ahead.*

START A CONVERSATION





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.

Rob Morone

EXPERIENCE ARCHITECT

407.385.7290

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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.