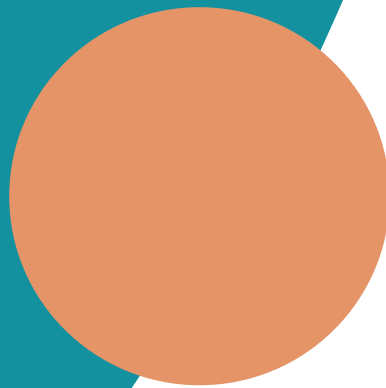


press kit

bottom
line Construction
& Development



Contents

3. Biographies of Alexis McSeen
4. Photos
5. Services and Differences
6. Image of Logo
7. Contact Information

Alexis McSween Bio

Opportunity Maker. Social Entrepreneur. Community Cultivator.

"When I look at communities, I think about all the things we need to change the landscape of a community for the better."

Alexis McSween is the founder and CEO of Bottom Line Construction & Development, LLC (BLCD). A 100% woman-and minority-owned construction and development company, BLCD embodies the ingenuity, grit and grace that characterizes Alexis' life.

Alexis brings over eighteen years of practical and professional experience—twelve of which are in real estate development and construction, including public works—to cultivating community. She combines human centric-community development, entrepreneurial problem solving and hard core real estate development and construction management. In doing so, BLCD is able to fulfill market demand, minimize financial risk, leverage transferrable models and maximize municipal incentives while making a broader and lasting impact.

At age 24, she acted on her passion in real estate after she sought funding (a SonyMae loan), purchased and renovated her first multi-family unit in Queens, NY. She also owned the end-to-end life cycle development and construction of a \$7 million 7-unit boutique condominium development named "Baldwin Park" in honor of Harlem poet and author James Baldwin. While earning her Master's, she worked as a project manager for a WBE* construction and management firm located in Harlem on public projects to tune of ~\$4 million.

A key element of her approach to cultivating community is identifying talent potential from the communities Alexis works with and connecting them more broadly to her networks. From design, architecture and engineering to trades to management and leadership, Alexis is recognized for developing talent who are also aligned to the core values of respect, collaboration, accountability and professionalism. This approach not only enhances the quality and value of the work BCLD does, it contributes to the community's social and economic vitality and resilience. In her words, "grit."

Alexis also practiced nursing full-time for 13 years—she remains an RN to this day, sometimes donning her RN hat when needed—and was also a first responder having been an EMT with New York City Fire Department. She made her foray into real estate while she served as a nurse in various communities in the Greater New York area. An eclectic professional background no doubt, but when she speaks about her commitment to cultivating community, the common threads of service, quality and hard work shine throughout.

Alexis has a Master of Science in Real Estate Development, minoring in Construction Management from New York University's Shack Real Estate Institute. She also holds a Bachelor's degree in Organizational Management and is affiliated with several professional organizations.

Today, Alexis is leading a \$6.3 million Tier 1 construction management project in Harlem—**The Victoria**, a 28-story mixed use complex. She is also pursuing strategic real estate development and construction opportunities that share her community ethos.

Photos

Alexis McSween is the founder and CEO of Bottom Line Construction & Development, LLC (BLCD). A 100% woman-and minority-owned construction and development company, BLCD embodies the ingenuity, grit and grace that characterizes Alexis' life. These photos are approve to run in editorial stories about Bottom Line Construction & Development, LLC.



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Our Services

General Construction and Management

- Construction management
- Commercial and school renovations
- Parks and other public spaces
- Space fit-outs
- Multiple trades management

Real Estate Micro-development

- Pre-development services
- Community engagement and envisioning
- Land acquisition
- Affordable housing consulting
- Construction management and owners' representative referrals

Value-added Services

- Trades mentoring, advocacy and networking
- Fit-out models and services for the "new normal"
- Hyperlocal construction administration / office engineer apprenticeships

We Are Different

At BLCD, we embed community into the details of everything we do. Our human-centric approach melds the feeling of community into the technical disciplines of construction, development, design, and engineering. We value integrity and transparency. People with clear intentions, authenticity and discipline bring our method to life and this has served us well since 2008.

We source talent locally for a reason—people in and of a community understand best what makes the community work, its intrinsic value and its meaning. We rely on the strength and talent of our team, who can best navigate the technical, social and often emotional business of construction and development. Moreover, our inclusion of local talent means our work is culturally attuned, disciplined, and sustainable on purpose. We have skin in the game, so your bottom line is literally ours.

Cultivating inclusive, proud communities is what we do best. It has enabled us to provide more inclusive solutions to meet market demand, minimize the financial risk in construction and development projects and leverage transferable models—architectural, operational and community development—while making a broader and lasting impact in our communities.

Our stakeholders—investors and investment partners, property owners, community influencers, industry peers and the end-users of our buildings and structures—know that our bottom line is more than a focus on transactions or solely on business results. We lead with integrity. We have a growth mindset. We are strategic. We understand how safety and security as well as reducing risk and building strong relationships has a significant impact on investment (current and future) and community values.

Working with BLCD means your projects will promote the vitality, growth, and resilience that all stakeholders value. In other words, we steward the integrity of a shared bottom line.

PRIMARY LOGOTYPE

The Bottom Line Construction & Development's primary logo is a simple wordmark designed from a modified Gotham Black typeface. The rounded font and lowercase provides a sense of softness and accessibility that other companies in the construction space lack. The icon reinforces that point, that Bottom Line Construction Development is a proud minority woman-owned company with deep ties to the community that it serves.

This logotype can be used across brand applications, including web presences, advertisements and other materials. It helps audiences easily identify the brand, and enhances the core attributes of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.



SECONDARY LOCK UPS

The Bottom Line Construction & Development's secondary logos can be used to replace the primary logo, but should never be used directly next to the primary logo. It will look repetitive.



Horizontal Lockup



Icon



Horizontal Incorporated Lockup



Horizontal Wordmark



Stacked Wordmark



Stacked Incorporated Lockup

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