

REINVENTION

We started with one bet: that value isn't found, it's rebuilt.

Most holding companies pick a lane. We picked a discipline instead — the same eye for undervalued potential, applied across five very different rooms. A script, a building, a balance sheet, a portfolio, a community that's been overlooked. Different materials, same instinct: see what something could become, and do the work to get it there.

We don't chase trends. We reinvent what's already real.

WHAT WE BELIEVE

We take full responsibility for outcomes, not just intentions. A deal, a design, a fund, a mission — once we're in, it's ours to see through.

We strip every problem to its basic facts. Ignore the dogma of “how it's always been done.” Design the solution from the ground up.

We hire and partner for judgment, not just credentials. The best argument wins, regardless of who's making it.

We move fast on what matters and slow down on what's permanent. Speed without direction is just noise — and some of what we build is meant to outlast us.

We put care into every relationship, whether it's a partner, an investor, a tenant, or a community we serve.

THE FIVE SECTORS

MEDIA INVESTMENTS

Stories are assets too. We invest in and produce film and television with the same rigor we bring to a balance sheet — backing IP and creative teams we believe will compound in value long after the credits roll.

DESIGN & DEVELOPMENT

Buildings should outlive their moment. We design and develop residential, hospitality, and mixed-use properties that treat architecture as a long-term asset — not a trend to be depreciated.

ACQUISITIONS

We find businesses and properties that are undervalued because the market can't see past their current state. We can. We acquire, restructure, and rebuild toward what they were always capable of being.

WEALTH & PORTFOLIO MANAGEMENT — REDARE FAMILY OFFICE

Capital deserves the same discipline as everything else we touch. Through Redare Family Office, we manage and grow our own portfolio across asset classes — built for continuity across generations, not just returns this quarter.

NON-PROFIT

Reinvention isn't only financial. Through our foundation work, we apply the same builder's mindset to communities and causes that need restoration, not charity as an afterthought.

IT'S TIME TO GROW.

Reinvention Companies — Reinvention Partners (REP) | Redare Family Office | REDARE Foundation