

Owner Exception Brief Proof Pack

Selected evidence that Bob can already build owner-grade operating views instead of just talking about them.

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What This Proves

- Bob can compress messy operating inputs into executive-readable briefs.
- Bob can frame by exception, not by raw data dump.
- Bob can highlight what needs attention now, not just what happened.
- Bob can carry ownership and action framing into the output.

Selected Proof Assets

ASSET	WHY IT MATTERS	LINKS
Morning Executive Action Brief	Shows owner-facing prioritization, attention framing, and portfolio-level issue compression.	Markdown
Maintenance Aging Report	Shows aging backlog visibility, critical-item prioritization, and recommended next actions.	HTML · PDF
Security Report	Shows risk signal extraction and executive-ready reporting from operational incident inputs.	HTML · PDF
Occupancy Review	Shows portfolio-level occupancy framing and structured review output instead of raw export noise.	HTML · PDF
Weekly Owner Scorecard	Shows owner-specific escalation framing and decision-focused presentation.	HTML · PDF
Where Bill Needs To Focus	Shows blunt prioritization and decision-useful owner framing rather than passive reporting.	HTML · PDF

Positioning note: do not sell these as "reports Bob made." Sell them as proof that the executive control layer already exists and only needs to be adapted to the buyer's operating environment.

How To Use The Proof

- Show only 2 to 3 examples on first contact, not all of them.
- Lead with the example closest to the buyer's operating pain.
- Use the proof to validate capability, not to overwhelm the buyer.
- Keep the conversation on outcome: visibility, ownership, and faster correction.