



WHO IS THE BUILDER?

Mirar at the Cedars is a joint development between Quail Hollow and Dig it Development.

Quail Hollow was founded by Bryan Elliott. Bryan is a Dallas area native. His background includes building and operating several businesses across many different industries. In 2015, he sold his advertising/marketing company to a private equity company. He had built the company over 20 years to 900 employees and \$90 million in revenue. Bryan grew up working in Construction for his uncle, a local home builder. He has always been interested in design and construction. He has developed a couple of small neighborhoods in Southlake, Texas and has purchased several homes and completed “to the studs” renovations and sold them. However, his prior business obligations never allowed him to tackle large construction projects. After he sold his business, he developed Quail Hollow in Westlake Texas and Mirar at the Cedars in Dallas. Bryan has an extensive knowledge in real estate, logistics, scheduling, purchasing, and banking.

Dig it Development was founded by Brad Friedman. Brad has been a boutique builder/developer since 2009. Prior to entering the real estate industry, Brad was a successful sales/marketing executive for many years. The sales/marketing industry taught Brad the seemingly lost art of in-person negotiation and personal relationships. These traits proved integral in kicking off and maintaining a successful real estate career. Brad’s interest in the downtown Dallas real estate market began while building his own energy efficient home in the eclectic Cedars neighborhood, adjacent to downtown Dallas. The experience of having a highly unique home built in the same neighborhood as his future projects, was a great learning experience and the impetus for his Cedar’s development projects. The 2008/2009 “crash” in the U.S. economy, was his career turning point. Brad saw opportunity in the depressed real estate market and decided to jump in when most were fleeing. He formed creative partnerships with landowners, architects, universities and vendors/contractors, then began various small, unique projects in the downtown Dallas area. Brad has since participated in over 17 highly unique home builds in the area and has dozens more in planning. Many of these dwellings have won awards, and he was selected to build a project for a national TV show. Brad has established close relationships with City of Dallas officials, has been on numerous city committees and has become the “go to guy” for anyone looking at real estate in the Cedars.