

**principals**

Greg Reitz – Founder and Principal, LEED AP
Steve Edwards – Founder and Principal

founded

2005

location

REthink Development
4262 Lincoln Ave
Culver City, CA, 90232
Tel. 310.253.9131
Fax. 310.943.1519

website

www.rethinkdev.com

company mission

REthink Development is an innovative real estate development and consulting firm that focuses on leveraging high-performance building technologies and green building practices to deliver higher value, healthier, and more environmentally sound communities and workplaces for the future. REthink uniquely mixes technology and design innovation with long-term sustainable practices to deliver a product that smartly differentiates itself in the marketplace.

unique approach

REthink takes a holistic approach to development that integrates community context, sustainability, and history to create contextually relevant developments that create more value in the long-run for owners, operators, and inhabitants. The firm's unique approach places them at the forefront of urban development and design.

upcoming projects

Cherokee Lofts in Hollywood, CA
Culver Theatre Building in Culver City, CA
Barranca Lofts in Los Angeles, CA
Hayden Tract Office Building in Culver City, CA
Abbot Kinney Green Mixed-Use Project in Venice, CA

media contacts

Clifford Public Relations
Haily Zaki | 323.966.4606 | haily.zaki@cliffordpr.com