№ I

The Operating Standard

Environmental control and operational stewardship for luxury retail.

EDITION I · MMXXVI

Set in Cormorant Garamond, DM Sans and DM Mono. Edition I,
MMXXVI. Sustainable Facilities Management Group, Miami.

PREFACE

A letter from the founder

I did not come to this from facilities. I came from the floor. For eighteen years my work was attention — not to product, but to space: the way light falls on a threshold, the silence before a boutique opens, the particular quality of an environment that tells you, before a single word is spoken, that everything here has been considered. That was my education.

I earned the progression; it was not given. Salesperson. Sales supervisor. Store manager. City manager. At Bal Harbour and in the Miami Design District — inside the houses of Lanvin, of Zegna, of Moncler — each role asked more of me about what a luxury environment truly requires. Not cleanliness. Integrity — the kind that holds even when no one is watching.

From the inside, a gap became impossible to unsee. The most exacting maisons in the world — houses that govern every seam, every surface, every detail of how a client is received — were handing their physical environments to people who had never once stood inside one and understood what was at stake. The result was always the same. Technically adequate. Experientially wrong.

I founded SFMG in 2020 to close that gap — not as a service, but as a standard. It is built on those eighteen years and carried by a network of partners held to the same measure of excellence these houses demand of everything else they do.

The name has evolved. The standard has not.

Christopher Zamora · FOUNDER · MIAMI, MMXXVI

THE STANDARD

Every visit, a certificate. *Every certificate, a proof.*

The architecture that follows
is what runs underneath every SFMG visit.

ARCHITECTURE

What you would expect from a discretionary supplier — formalized.

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№ I

Photographic provenance

Every completion photograph carries the device's embedded GPS coordinate and capture timestamp. On upload, the platform extracts the EXIF metadata, computes the distance to the partner's on-site check-in coordinate, and verifies the photograph at the location only when both fall within 100 meters. Every photograph also carries a SHA-256 image hash; the same image cannot certify two visits.

EXIF GPS extraction · server-side at upload

Haversine verification · 100-meter radius

Image hash · SHA-256, cross-job dedup

№ II

Cryptographic audit log

Every action — every command issued, every reply returned, every tool invoked — is written to an append-only log signed with a workspace HMAC key. The log is tamper-evident: any post-hoc modification breaks the signature chain and is detected on read. Retention is indefinite. The record of any conversation, any commitment, any decision is recoverable on demand with cryptographic verification.

Append-only · per-actor JSONL stream

HMAC-SHA-256 signature · per record

Indefinite retention · queryable

№ III

Partner verification scoring

Each service partner is scored continuously across attendance verification rate, completion timeliness, and visual standard adherence. Partners that drift below 95% verified attendance enter a watch band; below 85% enter at-risk and are reviewed for cause. The score is computed daily; changes are alerted before they reach the client.

Trusted 95% or better · Watch 85–95% · At-risk under 85%

Reviewed daily · 90-day trailing window

Alerts trigger before client impact

№ IV

Kill switch

A single command halts every automated action across the platform. Every consequential action requires founder approval. There is no autonomous spending, no autonomous communication, no autonomous infrastructure change. The platform is built to do significantly more than it ever does without explicit authorization.

Founder-controlled · single command halt

Per-day spend cap · auto-engages on breach

No autonomous client communication

№ V

Cross-system reconciliation

Every night, the platform reconciles itself. Completed visits are matched against issued invoices. Issued invoices are matched against accounting records. Partner compliance documents are checked against expiration. Locations without recent service are flagged. Discrepancies are surfaced before they reach the client or accounting team.

Nightly · seven cross-system checks

Surfaces drift · before operational impact

Read-only · raises, does not auto-resolve

Operating since 2020.
By private arrangement only.
A small number of luxury houses across the United States, under continuous attendance.

We'd like to understand your standard before we talk about anything else.

BEGIN A PRIVATE CONVERSATION · SFMG.GROUP/CONTACT

A LIVE SERVICE RECORD · SFMG.GROUP/RECORDS

The standard is not negotiable.

zamora@sfmg.group · (305) 979-6997 · sfmg.group

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