

NEWFREEMARKET

# The Founder's Statement

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*Aiming for a Playable Civilization*

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A short statement of strategic intent for NEWFREEMARKET: why the framework aims beyond affordability, why forced markets require guardrails, and why real freedom depends on exit.

**CORE LINE**

*Freedom is the ability to leave a bad deal without losing your future.*

Prepared for publication at [newfreemarket.org](http://newfreemarket.org)

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## I. The Archer's Aim

Machiavelli once observed that a prudent archer, when aiming at a distant target, does not aim directly at the mark. Knowing the strength of the bow and the distance of the shot, the archer aims higher - not because the arrow is meant to remain in the air, but because trajectory matters.

NEWFREEMARKET is an exercise in this kind of trajectory. It refuses to settle for the incremental policy tweaks of modern housing debates because they aim too low to strike the real target of a functioning society. When the housing market has been structurally broken for decades, aiming merely for affordability is insufficient. The deeper target is structural legitimacy.

### POSITIONING

*Affordability is the symptom. Legitimacy is the target.*

## II. The Distant Target: A Market with Exit

The mark is a society where freedom is practical, not ornamental: the ability to refuse, move, renegotiate, or leave without losing the foundation of one's life.

Housing is not a normal market. It is a forced market. You cannot opt out of shelter, delay it indefinitely, or substitute it easily. When a market is forced, prices do not settle at fair value. They settle at the maximum tolerable pressure people can absorb before they break.

This creates a lock-in condition. Futures become captured, mobility becomes dangerous, family formation becomes conditional, and risk-taking becomes irrational. The issue is not only high price. It is captured agency.

*Incrementalism aims at the pressure. NEWFREEMARKET aims at the capture.*

## III. The Bow: Structural Mechanisms

To hit a target this distant, the bow - the architecture of the market - must be built with precision. NEWFREEMARKET separates market types instead of forcing one set of rules onto every domain.

MARKET TYPE	RULE	PURPOSE
<b>Forced markets</b>	Ownership circulation + rent anchoring	Prevent capture where exit is impossible.
<b>Voluntary markets</b>	Development freedom + open investment	Preserve innovation, scale, and productive risk.

In forced markets, especially low-density housing, the framework applies ownership circulation to prevent regional monopolization and rent anchoring to reconnect price to income and quality. These are not anti-market tools. They are market-legitimacy tools: the referee rules that keep early advantage from becoming permanent exclusion.

In voluntary and scalable markets, especially high-density development, the framework preserves freedom. Capital can build, densify, innovate, and profit. This is the escape hatch and the innovation engine capitalism requires.

### CLEAN SEPARATION

*This is not a compromise between socialism and capitalism. It is the*

*separation of extraction from innovation.*

## IV. Why We Aim Higher

If we aim only for rent control, we hit bureaucratic stagnation. If we aim only for deregulation, we hit extractive capture. Both are incomplete because both treat housing as an ordinary market problem.

The real objective is a civilizational minimum: a market where no one is allowed to win by ending the game for others. That is the condition beneath affordability, ownership, investment, and civic trust.

NEWFREEMARKET therefore aims for a playable market: a structure where effort can compound, failure remains survivable, and success does not depend on permanent exclusion.

## V. The Result of the High Aim

- **Predictable surplus:** Households regain the capacity to save, move, form families, and take rational risks.
- **Capital redirection:** Investment shifts away from hoarding existing low-density stock and toward building new, productive supply.
- **Market legitimacy:** Prices regain a relationship to income, quality, competition, and real value rather than desperation.
- **National gravity:** A country that protects the agency of its median citizen becomes a magnet for people who reasonably try.

## VI. One-Line Summary

KEEP THIS EVERYWHERE

*NEWFREEMARKET fixes forced markets so free markets can function properly.*

We are not building a utopia. We are building a continue button for the middle-class promise: a system that is anti-fragile, structurally sound, and fundamentally chosen rather than merely managed.

The arrow has been loosed. We aim high so that, in the end, we hit the ground of reality.

## VII. Publication Note

This statement is intended as the front-door explanation of NEWFREEMARKET: not the full legal framework, not the technical model, and not the complete economic doctrine. Its purpose is orientation. It explains the target, the mechanism, and the reason the system must aim above ordinary policy language to restore practical freedom.

Reference note: The archer metaphor is adapted from Niccolò Machiavelli, *The Prince*, Chapter VI.