

Development Sites & Site Acquisition

Read a site the way a developer does, then run a campaign that gets it sold at its highest-and-best-use value.

VERTICAL	LEVEL	DURATION	MODULES
Commercial Agents	Advanced	17 hours · 6 modules · 32 lessons	6

Programme overview

Built for commercial and residential agents moving into development site sales — the deals where the buyer isn't purchasing a building, they're purchasing yield potential under a planning scheme. Covers reading zoning and planning controls, calculating achievable yield and identifying true highest-and-best-use, feasibility fundamentals and residual land value so you can sanity-check a developer's number before they walk away from the table, amalgamating adjoining lots, structuring options and long-settlement contracts, the commercial difference between a DA-approved site and a raw landholding, easements and encumbrances that kill deals late, infrastructure and developer contributions, understanding who your buyer actually is and where their capital comes from, running an off-market campaign for a site too sensitive for a portal listing, and managing a formal expressions of interest process end to end.

What you'll master

- 01 Read a planning scheme and zoning map to identify permissible use, height, FSR and overlay constraints on a site.
- 02 Distinguish a site's current permitted yield from its realistically achievable yield under a variation or rezoning pathway.
- 03 Identify the highest-and-best-use of a site rather than defaulting to its existing use or the vendor's assumption.
- 04 Run a residual land value calculation to sanity-check a developer's offer before advising a vendor to accept or reject it.
- 05 Build a basic feasibility stack — costs, revenue, margin — well enough to hold a credible conversation with a developer.
- 06 Structure and negotiate a site amalgamation across multiple adjoining titles and unaligned vendor timelines.

- 07 Use options, put-and-call arrangements and long settlements to secure a site while a buyer completes due diligence or approvals.
 - 08 Explain the commercial value gap between a raw site, a DA-approved site and a site under construction.
 - 09 Identify easements, covenants and encumbrances that materially affect developable area before they surface in due diligence.
 - 10 Run a compliant, well-documented expressions of interest campaign from launch through to binding contract.
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Skill focus

- Zoning & Planning Analysis
- Feasibility & Valuation
- Site Assembly & Deal Structuring
- Title & Statutory Risk
- Buyer & Capital Intelligence
- Campaign Execution

The syllabus

6 modules · one standard

I. 01 · Zoning, Planning Controls & Yield

5 LESSONS

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| 01 | Reading a zoning map and planning scheme like a developer | masterclass · 15 min |
| 02 | Height, floor space ratio and setback controls that set the ceiling on yield | masterclass · 14 min |
| 03 | Permissible yield versus realistically achievable yield | masterclass · 13 min |
| 04 | Planning pathways: as-of-right, variation, rezoning and structure plans | reading · 13 min |
| 05 | Knowledge check: Zoning, Planning & Yield | quiz · 6 min |
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II. 02 · Feasibility Basics & Residual Land Value

5 LESSONS

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| 01 | Building a basic feasibility stack | masterclass · 15 min |
| 02 | The residual land value method, worked through | masterclass · 14 min |
| 03 | Developer margin, risk loading and the role of presales | masterclass · 13 min |
| 04 | Stress-testing a developer's offer before advising a vendor | reading · 12 min |
| 05 | Knowledge check: Feasibility & Residual Land Value | quiz · 6 min |
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III. 03 · Site Amalgamation, Options & Long Settlements

6 LESSONS

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| 01 | Why amalgamated sites are worth more than the sum of their lots | masterclass · 13 min |
| 02 | Negotiating amalgamation across vendors with different timelines and motivations | masterclass · 14 min |

03	Options, put-and-call agreements and why developers prefer them	masterclass · 13 min
04	A developer wants a 24-month settlement on an unconditional contract	scenario · 11 min
05	Why every amalgamation and option deal needs specialist tax advice early	reading · 12 min
06	Knowledge check: Amalgamation, Options & Settlements	quiz · 6 min

IV. 04 · DA-Approved vs Raw Sites, Easements & Infrastructure Charges

5 LESSONS

01	The value gap between a raw site, a DA-approved site and a site under construction	masterclass · 14 min
02	What a DA actually locks in — and what it doesn't	masterclass · 13 min
03	Easements, covenants and encumbrances that quietly reduce developable area	masterclass · 14 min
04	Infrastructure charges and developer contributions	masterclass · 13 min
05	Knowledge check: DA Status, Easements & Infrastructure Charges	quiz · 6 min

V. 05 · Developer Buyer Profiles & Capital Sources

5 LESSONS

01	The main developer buyer archetypes and what each one actually wants	masterclass · 14 min
02	Boutique developers, builders and SMSF buyers in the smaller end of the market	masterclass · 12 min
03	Where developer capital actually comes from, and why it affects your negotiation	masterclass · 13 min
04	Qualifying a developer buyer before you rely on their offer	reading · 12 min
05	Knowledge check: Buyer Profiles & Capital Sources	quiz · 6 min

VI. 06 · Off-Market Campaigns & Expressions of Interest

6 LESSONS

01	When a development site should be sold off-market	masterclass · 13 min
02	Building and qualifying a targeted off-market buyer list	masterclass · 13 min
03	Running a formal expressions of interest campaign end to end	masterclass · 14 min
04	Two EOI offers land close on price but very different on terms	scenario · 11 min
05	Documentation, disclosure and compliance through an EOI process	reading · 12 min
06	Knowledge check: Off-Market Campaigns & EOI	quiz · 6 min

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