pointData.

DISCOVER ADELAIDE'S MOST PROFITABLE DEVELOPMENT OPPORTUNITIES WITHIN MINUTES

Introducing Valeri.

A powerful property intelligence tool for Greater Adelaide

Find the most profitable on-market and off-market properties within minutes

Easily gain new market opportunities in different areas

Confidently fill up your development pipeline faster

Exactly match opportunities with your risk profile

REVEALING YOUR NEXT PROPERTY DEAL IS NOW MORE PROFITABLE AND EASIER THAN EVER

PointData has developed Valeri, an online research tool that instantly finds the most profitable development sites, which suit your risk profile across Adelaide, including off-market gems that normally take weeks, if not months to find.

The quality of the data we provide has been proven by Land Services SA as the source of truth, along with the hundreds of local property professionals who use our services. You can easily validate the accuracy and quality of the reports we provide. Use Valeri to open up new market opportunities and focus your efforts on developing, rather than hunting.

PointData has partnered with Master Builders SA to bring up to date and accurate property intelligence to the entire building and development industry. This includes providing access to Property Development Potential Reports for every development site in SA. Master Builders members enjoy **10% off** the cost.

SAVE TIME

Instantly find and access development sites, including off-market opportunities.

HIGHLY AFFORDABLE

A range of flexible plans available and specific tailored services, saving you weeks of hunting.

ACCURATE AND TRUE

A total of $16.7 billion worth of property value uplift sits in our database. Over 600,000 property valuations are updated every week, with land feasibility for over 150,000. This data is trusted locally by banks, government and developers.

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The information is extremely useful in providing me with data on suitable subdividable sites, I gladly recommend this service to anyone who is searching for developments sites although I would prefer to have the service all to myself.

ANTHEA GREIG
Urban Infill Group

VISIT:
www.valeri.com.au

SOLVING PAIN POINTS OF THE BUILDING INDUSTRY

Every property has a unique land value per square metre depending on its size and location (responding to unique features such as distance to beach, suburb, schools, public transport, tree lined streets etc). Valeri accurately determines that profit is in land; the house build delivers that profit and a nominal build margin.

When land is divided into lots it increases in value for all development options allowable under the Planning and Design Code. The system self-validates against actual sales, drawing on both on and off market transactions.
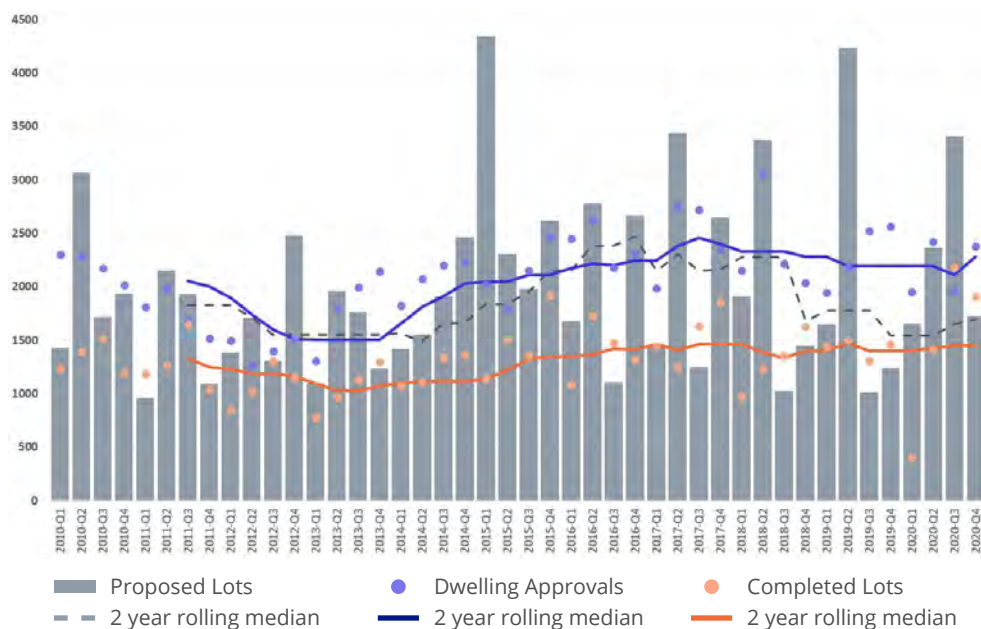
TECHNOLOGY BUILT BY LEADERS IN AI AND PROPERTY

Valeri has been built by a team of PhD level data scientists, urban planners, software engineers, property analysts and valuation experts.

Imagine a system that draws on the power of three AI driven machine learning models, using purpose built mathematical algorithms to scour an entire city, then perform a land feasibility process to uncover high profit sites in a matter of minutes.

The power of Valeri is in the understanding of the context and value of different schools, parks, beaches, roads and public transport, relative to location, land size and what that land can be used for.

PLAN SA - LAND SUPPLY PIPELINE INDICATORS FOR METROPOLITAN ADELAIDE

Legend:
- Proposed Lots
- Dwelling Approvals
- Completed Lots
- 2 year rolling median (dashed)
- 2 year rolling median (blue)
- 2 year rolling median (orange)

While building demand was high during the last quarter of 2020, it largely soaked up around 6 months of annual demand ahead of time. This is not significant but given South Australia's low population growth it is likely to lead to a slow period, whether that be a soft or hard landing for the sector.

Key events

- Proposed lot releases representing large-scale residential developments including Lightsview, Craigburn Farm, St Clair and Buckland Park appear to not affect underlying metropolitan demand but may shift activity or absorb it from surrounding locations.

- A significant downturn in Completed Lots during the first quarter of 2020 (circa 80-90%) coinciding with Covid restrictions (only 404 completed lots in Q1 or 28.9% of the rolling median).

- A modest rebound with a corresponding high of 2,180 Completed Lots in Q3 of 2020 (150.1% of the rolling median) reflecting the current boom.
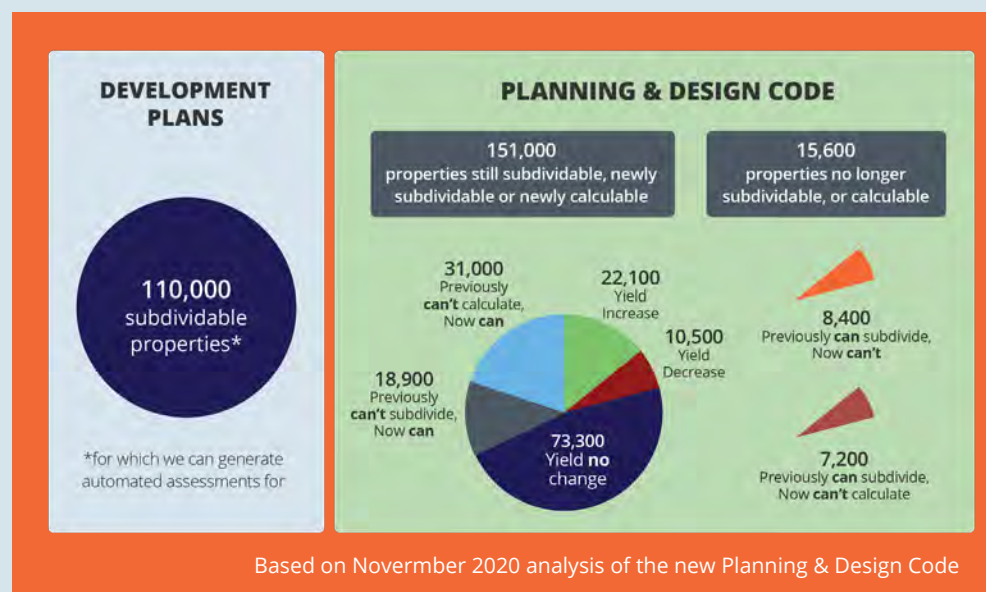
WHAT DOES THE NEW PLANNING AND DESIGN CODE MEAN FOR SUBDIVISION AND DEVELOPMENT POTENTIAL?

The third and final stage of the State Government's new Planning and Design Code went live on the 19 March 2021. The new Code is a single reference point for the state's planning, development and building industries. This once-in-a-generation change consolidates South Australia's 72 Development Plans into one planning rule book, aimed at improving consistency in policy and assessment.

We have determined that there will be a net increase from 110,000 to approximately 151,000 development sites. This includes 30,000 properties where newly specified criteria in the Code allows for subdivision assessment (including 22,000 properties in the City of Salisbury), which was not possible under the old Plans.

DEVELOPMENT PLANS

110,000 subdividable properties*

*for which we can generate automated assessments for

PLANNING & DESIGN CODE

151,000 properties still subdividable, newly subdividable or newly calculable

15,600 properties no longer subdividable, or calculable

31,000 Previously **can't** calculate, Now **can**

22,100 Yield Increase

10,500 Yield Decrease

18,900 Previously **can't** subdivide, Now **can**

73,300 Yield **no** change

8,400 Previously **can** subdivide, Now **can't**

7,200 Previously **can** subdivide, Now **can't** calculate

Based on Novermber 2020 analysis of the new Planning & Design Code

DISCOVER ADELAIDE'S MOST PROFITABLE SITES

PointData's ground-breaking AI technology accurately determines what most developers know: that profit is in land, the house build delivers that profit and a nominal build margin. When land is divided into lots it increases in value for all development options allowable under the Planning and Design Code, especially for Torrens Titled lots. The system self-validates against actual sales, drawing on both on and off market transactions.

PointData's analysis shows that around one third of development sites deliver no profit in land (not accounting for building margins) because of the required purchase cost and location of the site as well as other costs. The balance of metropolitan sites delivers around $16.7 billion in gross profit upside (land only).

DEVELOPMENT SITES LAND PROFIT

NO PROFIT IN LAND	LAND PROFIT 0-30% ROI	LAND PROFIT 30-80% ROI	LAND PROFIT 80-300% ROI
44,800 sites	70,800 sites ($5.8 billion)	30,500 sites ($6.8 billion)	5,500 sites ($4.1 billion)

POINTDATA'S PRODUCTS OFFERED TO MEMBERS OF MASTER BUILDERS SA MEMBERS

PointData has relaunched its Property Development Potential Reports and Data Packs now that the Planning and Design Code development criteria has been confirmed. Reports and data packs provide a significant opportunity for builders, developers, property investors and the real estate industry to get the most up to date property analytics under the new planning system. Visit valeri.com.au to find out more.

10% off for members

The reports contain all the metrics required to assess profit in land and the development options subject to more detailed planning policy available through the Plan SA portal. Almost all of the 151,000 development sites that can be assessed have been loaded up into PointData's system where members of Master Builders SA receive an exclusive 10% discount on all subscriptions and reports.

For all enquiries, contact us:
enquiries@pointdata.com.au or call us: (08) 8227 0372

For membership enquiries:
buildsa@mbasa.com.au

TESTIMONIALS

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PointData insights have given me instant knowledge of development sites over 4 suburbs. In 2019 it took us 3 hours of analysis a day over 4 months to cover the same area.

NICK PELVAY
PELVAY Development Sales & Advisory

"

PointData's property development insights allow me to continue to work fulltime, while I build my development pipeline efficiently. My goal is to use the PointData's insights to enable me to transition into a full time developer.

PREDRAG VRANKOVIC
4C Developments Australia

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The reports have been extremely valuable to our business. The insights have identified opportunities in areas we previously overlooked, as well as development sites that are not likely to be profitable. In both instances, this has saved us considerable time in feasibility research. When the P&D Code is rolled out, we look forward to purchasing a data pack for off-market sites.

GEORGIA TUCCI
ST Construct

pointData.