# Property Intelligence Report

Integrated Site Assessment for Development Decisions

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Every development site is a system. Soil behaviour shapes water movement. Water movement drives vegetation. Vegetation patterns determine fire behaviour. Microclimate dictates passive design strategy. Regulatory overlays constrain what you can do with all of it.

Standard due diligence examines these in isolation. The Property Intelligence Report reads them as one system and tells you what it means for your investment, your design, and your hold period.

> *Before you commit capital, before you brief an architect, before you lock in a design direction: what does this site need you to know?*

**Listen Advisory**

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# Who This Is For

### *You are about to commit significant capital to a piece of ground.*

The Property Intelligence Report is for people who need to understand a site deeply before making decisions that are expensive to reverse. It is relevant any time the answer to one of these questions matters:

- **Before acquisition:** What am I actually buying? What risks are invisible in the standard due diligence? What value has nobody quantified?
- **Before design:** Where should we build on this site, and why? What should the architect know before they start drawing?
- **Before committing to a hold strategy:** What will insurance, climate, and regulatory conditions look like on this site in 10 or 20 years?
- **After inheriting or acquiring complex property:** What do I actually have, what are the constraints, and what are the opportunities nobody has identified?

### *Common Situations*

| Situation | What the PIR Delivers |
|---|---|
| **BTR fund evaluating acquisition pipeline** | Integrated site risk profile that goes beyond standard DD. Flags invisible cost exposures. Quantifies insurance trajectory and environmental credit value across the hold period. Comparison framework across multiple sites. |
| **Developer entering pre-design phase** | The design brief the site would write for itself. Building placement, orientation, materials, passive strategy, all driven by what the land is actually doing rather than generic guidelines. Reduces redesign and mid-construction surprises. |
| **Family office or HNW buyer pre-acquisition** | Complete picture of what you are buying: risks quantified in dollars, opportunities most assessments miss, and a clear recommendation on whether to proceed, proceed with conditions, or walk away. |
| **Inheritor of complex property or estate** | Clarity on what you have and what it needs. A stewardship strategy grounded in how the land actually works, not assumptions inherited with the deed. |
| **Property in bushfire, flood, or climate-exposed zone** | Site-specific risk analysis beyond compliance ratings. Design interventions that reduce the risk profile, with the insurance premium modelling to prove the investment pays for itself. |

## Why This Pays for Itself

A standard due diligence stack on a mid-scale development site costs $25,000 to $150,000+. It produces a set of separate specialist reports (geotechnical, environmental, fire rating, planning, climate screening) each answering a narrow technical question in isolation. Nobody synthesises the findings. Nobody reads how these systems interact.

The Property Intelligence Report costs a fraction of that stack, and does something none of the individual reports do: it reads the site as one system and translates the findings into a strategic document for investment and design decisions.

***Where the value compounds:***

- **Avoided cost.** A reactive soil problem discovered mid-construction costs $120,000 to $280,000 to remediate. Identified in the PIR and addressed in design: $35,000 to $60,000. The report pays for itself on a single avoided surprise.
- **Smarter specialist scoping.** The PIR tells you exactly which specialist reports you actually need, and scopes them precisely. Instead of commissioning a full Phase I ESA across an entire site, you scope it to the 30% of the site where contamination risk actually exists. That is money not spent on unnecessary assessment.
- **Insurance savings.** Climate risk is being priced into property insurance globally. Premiums for fire, flood, storm, and subsidence exposure have risen 30 to 50% in the past five years, with further increases projected. The PIR models your site's insurance risk trajectory and identifies design and landscape interventions that reduce the risk profile. On a long hold, the premium savings typically exceed the cost of the interventions several times over.
- **Revenue you didn't know existed.** A biodiversity corridor on site can represent $200,000+ in tradeable offset credits. Soil carbon and vegetation carbon generate ongoing annual revenue. These are line items that were not in the feasibility study because nobody identified them.
- **Design efficiency.** When the architect receives a PIR, the brief is already grounded in site reality. Orientation, placement, materials, passive strategy: the expensive design iterations that come from discovering site constraints mid-process are reduced or eliminated.

*For a $50M development site, a $15,000 to $22,000 PIR that catches one major issue or unlocks one hidden value stream is the cheapest line item in your due diligence budget.*

# What the Report Contains

The PIR is a 50 to 80 page document structured for two audiences: decision-makers who need the strategic picture, and technical teams who need the detail. It is built on an integrated four-element site reading (Earth, Water, Air, Fire) that maps how each system behaves on the specific site and how they interact.

### Earth

Soil behaviour, geology, topography, vegetation patterns, contamination risk, foundation implications, and local material opportunities. The PIR reads soil as a dynamic system across the whole site, not just test results at discrete borehole locations.

### Water

Surface and groundwater movement, flood risk at site level (not just the mapped zone), seasonal water table behaviour, and stormwater as resource. Typically the most technically valuable section because water is the system most commonly missed by standard due diligence and the one whose behaviour most affects long-term building performance.

### Air

Microclimate analysis: solar access by season, wind behaviour, temperature gradients, natural ventilation pathways, outdoor comfort. Translates generic passive design principles into specific architectural instructions for this site: exact orientation, overhang dimensions, thermal mass strategy, daylighting.

### Fire

Fire behaviour at site scale, beyond compliance ratings. How fire actually moves through the specific terrain, where ember attack is the primary threat versus radiant heat, and what landscape and building interventions change the effective risk profile. Includes insurance premium modelling over the hold period.

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## Synthesis Sections

The four-element analysis feeds into integrated sections that translate site intelligence into decisions and dollars:

| Section | What You Get |
|---|---|
| **Executive Summary** | 3 to 4 pages. Risk rating matrix, dollar-quantified findings, recommended actions. Written for investment committee. |
| **Risk & Opportunity Matrix** | Integrated risk scoring (probability × impact × timeline) with cost modelling. Insurance premium trajectory. Environmental credits quantified. 20-year resilience outlook. |

| Section | What You Get |
| --- | --- |
| **Architectural Intelligence** | Where to build, how to orient, what materials to use, how to design for passive performance. All driven by site conditions, not generic guidelines. Becomes the design brief the architect works from. |
| **Site Superpowers** | Latent capabilities the feasibility study missed: ecological credits, water assets, microclimate advantages, community value, resilience as operating cost reduction. Opportunities that only exist if you design with the site rather than against it. |
| **Regulatory & Planning Context** | Zoning, overlays, development capacity, amendment pathways. Identifies conflicts between regulatory requirements and maps a coordinated strategy. |
| **Recommendations & Next Steps** | Prioritised actions, precisely scoped specialist reports, team assembly, and a clear decision framework: proceed, proceed with conditions, or reconsider. |

## How It Works

### *Phase 1: Desktop Intelligence*

2 to 3 weeks. Satellite imagery, GIS analysis, climate data, planning research, preliminary risk mapping. Produces a comprehensive understanding of site systems and identifies what needs on-ground verification.

### *Phase 2: On-Site Reading*

1 to 3 days. Site walkthrough using the four-element methodology. Soil assessment, water movement observation, microclimate reading, fire behaviour assessment, vegetation survey, stakeholder conversations.

### *Phase 3: Integration & Report*

2 to 3 weeks. Synthesis, integrated analysis, financial modelling, report production. Delivered with an in-person or video presentation to you and your project team. Includes one revision round.

**Total timeline: 5 to 8 weeks.**

## Where the PIR Sits in Your Due Diligence

The PIR does not replace your specialist assessments. It comes first and makes every subsequent report more targeted, more efficient, and less likely to miss something.

| You Currently Get | It Tells You | The PIR Adds |
|---|---|---|
| **Geotechnical Report** | Soil conditions at specific borehole locations | Where to drill and what to test for, based on how soil, water, and vegetation interact across the whole site |
| **Phase I ESA** | Is there contamination? | Scopes the assessment precisely. You may only need to test 30% of the site, saving time and cost on unnecessary investigation |
| **BAL / WUI Fire Assessment** | The compliance rating | How fire actually behaves on this site, what interventions change the risk profile, and what that means for insurance over your hold period |
| **Climate Risk Screening** | Regional risk category for this postcode | Site-specific analysis from on-ground reading. Dollar-quantified risk trajectory and intervention strategy |

# Sample: What a PIR Finds

*Fictional 12.4ha site, Macedon Ranges, Victoria. Illustrative of findings and format.*

### *Risks the standard DD stack missed:*

**Subsurface water movement.** A clay lens creates a perched water table across 30% of the site. Standard geotechnical sampling at the proposed building footprint would miss it because the clay lens is offset from the obvious low point. Discovered mid-construction: $120,000 to $280,000. Addressed in design: $35,000 to $60,000.

**Fire risk underassessment.** The site carries a BAL-19 rating. A western gully acts as a fire chimney under prevailing fire-weather winds, creating localised BAL-29 equivalent exposure across the western 40%.

**Planning overlay conflict.** Significant Landscape Overlay and Bushfire Management Overlay create contradictory vegetation management requirements. Without a coordinated application strategy, this stalls the planning process for 6 to 12 months.

### *Insurance and climate risk finding:*

The site's combined risk profile (fire exposure, reactive soil subsidence potential, seasonal flood risk on the lower terrace) places it in a higher insurance risk category than the current coverage reflects. Premiums are likely to be re-rated upward at renewal as insurer models catch up to actual site conditions. The PIR identifies specific design and landscape interventions that reduce the effective risk profile across all three exposure categories. Projected insurance saving over a 20-year hold: **$360,000 to $640,000** against $180,000 to $250,000 in resilience investment. Net benefit before accounting for avoided property damage: $180,000 to $390,000.

### *Opportunities nobody had identified:*

- **Northern plateau** is the optimal development zone: north-facing, wind-protected, above the moisture zone. Building here reduces foundation costs, maximises passive solar, avoids the fire-exposed western zone.
- **Volcanic soil** suited to rammed earth construction: 15 to 20% energy performance improvement, zero transport cost, strong sustainability narrative.
- **Eucalyptus corridor:** $200,000+ in biodiversity offset credits if retained. Plus 85 to 120 Australian Carbon Credit Units per year (approximately $2,500 to $4,200/year).
- **Seasonal springs** designed as central water feature: stormwater management, biodiversity habitat, and landscape centrepiece in one intervention. Gravity-fed design saves $80,000 to $120,000 versus conventional pumped systems.

### *Architectural guidance delivered:*

- Orient 10 to 15 degrees east of true north for winter solar gain with afternoon summer shading
- Heavyweight construction on western face to buffer 12 degree diurnal temperature swing
- Minimum 25 degree roof pitch on western faces for wind-driven rain

- Ground floor 450mm above grade on northern slope to clear perched water table

## Engagement Options

| Tier | Scope | AUD | USD |
|---|---|---|---|
| **Site Intelligence Briefing** | Desktop analysis only. Abbreviated report (15 to 20 pages) with key findings, risk flags, and recommendations. Video presentation. | **A$5,000 to A$8,000** | **US$3,500 to US$5,500** |
| **Property Intelligence Report (Standard)** | Full methodology. Desktop + on-site reading + complete integrated report (50 to 80 pages). In-person presentation. One revision round. | **A$15,000 to A$22,000** | **US$10,000 to US$15,000** |
| **Portfolio Intelligence Programme** | Standardised framework across multiple sites (minimum 3). Individual reports (25 to 35 pages each) plus portfolio comparison matrix and executive briefing. | **A$8,000 to A$12,000 per site** | **US$5,500 to US$8,000 per site** |
| **Strategic Intelligence + Ongoing Advisory** | Full PIR plus quarterly monitoring, annual re-assessment, and ongoing advisory access as design and development progress. | **A$2,500 to A$4,000/mo retainer** | **US$1,700 to US$2,700/mo retainer** |

*Travel costs billed at cost for on-site engagements. Desktop-only work delivered remotely. Fees quoted in local currency at engagement. Portfolio pricing reflects per-site efficiency.*

## Additional Services

The PIR identifies exactly which specialist studies your site needs and scopes them precisely. If you want a single point of contact for the entire pre-design assessment phase, Listen Advisory can project manage the follow-on work and deliver a coordinated package. These are separate line items quoted on a project basis.

| Service | What We Deliver |
|---|---|
| **Specialist Study Coordination** | We commission and manage the follow-on studies the PIR recommends (geotechnical, environmental, hydrology, fire, ecology), scoped to exactly what is needed. You receive one coordinated set of findings, not a stack of disconnected reports. |
| **Design Team Briefing** | We translate PIR findings into a comprehensive architect’s brief, present directly to your design team, and remain available through schematic design to ensure site intelligence carries through into the built outcome. |
| **Planning Strategy and Coordination** | We navigate complex overlay conflicts, coordinate with council and referral authorities, and develop application strategies that anticipate planning risk before lodgement. |

| Service | What We Deliver |
|---|---|
| **End-to-End Site Assessment Management** | Full project management from PIR through specialist studies through design brief. Single point of contact, integrated reporting, coordinated timeline. One deliverable covering the complete pre-design assessment phase. |

*All additional services are quoted separately. Specialist studies are commissioned through accredited local practitioners, billed at cost plus a coordination and project management fee. You receive a single coordinated deliverable.*

## About Listen Advisory

Listen Advisory is led by Jo Petroni, an architect and site intelligence specialist with two decades of practice in bioclimatic design across Australia, the United States, and Mediterranean Europe. Jo developed the Listen to Your Land methodology to address a consistent problem: people making major property decisions without understanding what their site is actually doing.

The practice operates at the front end of property decisions, before the architect is briefed, before the acquisition is committed, before the design direction gets locked in. The Property Intelligence Report is the document that should exist before those decisions are made.

- Second-generation architect with bioclimatic design expertise
- Pioneer member, The Biophilic Society
- Active practice across Australia, Southern California, and France
- Specialist in integrated site reading for fire-prone, water-stressed, and climate-exposed landscapes

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