

A clearer basis for your land offer

Calculate the land value that meets your target return. Kettly brings development values, costs, programme and finance into a browser-based appraisal, with sensitivity analysis and reports to share.

Station Road, Reading

Net development value	£14.27m
Development costs and finance	-£9.92m
Target profit at 20% of GDV	-£2.86m
Land and acquisition budget	£1.48m

Residual land value

After SDLT and acquisition fees of £108,742

£1,372,950

Thirty apartments for sale and two retail units for letting and investment sale, over 38 months. Residual land value: £1,372,950 at 20% profit on GDV. Illustrative figures only.

What you can do

- Build a monthly cashflow from acquisition to final receipt.
- Calculate a residual land value or assess a fixed land price.
- Set revenue and build assumptions for each use.
- Model commercial leases and hotel income.
- Assess finance using debt or senior debt and equity.
- Test sensitivity and break-even points.

Supported schemes

Homes for sale

Mixed tenure

Build to Rent

Student accommodation

Co-living

Hotels

Commercial and mixed-use

Review and share

PDF PDF report

CSV Cashflow CSV

JSON Appraisal file

JSON Backup

Start from your site information

Upload a document or enter site notes to prepare a draft appraisal. Check source figures and estimates before using the results. Autofill uses an external processing service.

Start with a free 7-day trial

No payment card needed. An individual licence is £99 a month on a 12-month contract, or £129 a month on a 3-month contract; team accounts are priced for your company. Appraisals are saved to your company's account, in a folder for each site.

Automatic land tax calculations cover non-residential SDLT in England and Northern Ireland. Bespoke QS cost curves, refinancing and long-term hold modelling are not currently supported.

Start a free trial >
kettly.co.uk/app/trial

Questions? Email hello@kettly.co.uk.

Results depend on your assumptions and are provided for appraisal purposes only. They are not a formal valuation or investment advice.

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