



The Sales Desk

SD-02 · USER GUIDE · VERSION 1.0

Price list and plot premiums

A fair price for every plot, reconciled to the appraisal.

Who it's for

Sales directors and managers setting the price list for a new scheme or release.

In this guide

- What this tool does
- What's in the workbook
- Step by step
- Key inputs
- Reading the results
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- Tips from practice



What this tool does

SD-02 sets a base price for each house type, then adds a premium or discount for each plot's attributes: corner, south-facing garden, outlook, extra parking, or a less favoured position. It gives a price and £ per sq ft for every open market plot, a release-ready price list and a reconciliation to the appraisal.

What's in the workbook

Tab	What it's for
Guide	How to use the tool, in brief.
Summary	Revenue against the appraisal.
House types	Sizes and base prices.
Premiums	Attribute premiums.
Plots	Every plot's attributes and price.
Price list	The price list to release.
Licence	Your licence details and terms.

Using the workbook

You'll see	What it means
White cell, blue text	Your inputs. These are the only cells you can change.
Black text	Calculated. Locked so formulas can't be overwritten by accident.
Green text	Pulled from another tab.
Plum cell	The key result on that tab.
Red text	Something needs attention: a late date, a high risk or an expiring quote.

The worked example is already filled in, so you can see how every input should look. Replace it with your own figures; nothing else needs setting up.



Step by step

- 1 **House types tab.** enter sizes and base prices by house type, and the appraisal's open market revenue.
- 2 **Premiums tab.** set the premium (or discount) for each attribute.
- 3 **Plots tab.** mark Yes against each attribute a plot has.
- 4 **Price list tab.** print or export once revenue reconciles to the appraisal.

Key inputs

Input	What to enter	Worked example
Base price	Price by house type, from LD-09.	£300,000
Premium	Value of an attribute.	Corner: £5,000
Attributes	Yes for each attribute a plot has.	South garden: Yes
Appraisal revenue	From LD-01.	£10,540,000

Reading the results

Result	What it tells you
Price	Each plot's price.
£ per sq ft	Price over size.
Difference	Price list revenue less appraisal.
Price list	Open market plots, ready to release.

The worked example

Figures are illustrative, to show how the tool works. They are made up.

Worked example	Result
Open market plots	32
Price list revenue	£10,644,840
Appraisal revenue (LD-01)	£10,540,000
Difference	£104,840
Difference %	1.0%

Tips from practice

- Keep premiums simple and explainable.
- Review prices at each release (SD-03).
- Track achieved net prices in SD-13.



Questions

Why end in 995?

It's common practice; remove the -5 in the formula if you prefer round prices.

What about affordable plots?

They're priced in the RP package, SD-12.

Can I add attributes?

Use the five given, or rename them for your scheme.

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