

UNITED KINGDOM • SALES INTRO PACK

Everything you need before your first call.

What Threshold is, exactly where it works, who buys it, who does not, what to say, and what you earn. Read it once and you can hold any conversation with a land buyer without guessing.

3

live sectors

4.68M

sold records

94%

matched to floor areas

35%

top commission rate

Recurring income from a product that proves itself.

Threshold is site-intelligence software for property, care and early-years developers. You do not cold-close deals. You open a door, start a free 7-day trial, and let the product do the selling. Every customer you bring on pays you a share of their subscription, every month they stay.

01 20% recurring

Not a one-off finder's fee. You earn 20% of a customer's subscription, every month, for as long as they stay subscribed. Attribution is automatic through your own referral link.

02 Soft sell

No hard pitch. The 7-day free trial needs no card, and a 14-day money-back guarantee sits behind any payment. Your job is to get the right people to try it.

03 Three sectors, one conversation

Land, Care and Early Years are all live. The same one-pin workflow sells to three different kinds of developer, so a "not for us" on one can still be a yes on another.

"Get the right person to press one button. The product does the rest."

THE ONE RULE

Never promise coverage you have not checked. Land is England and Wales. Care and Early Years are England only. Scotland and Northern Ireland are not covered in any sector. Page four is the page to memorise.

Drop a pin. Get a full site appraisal in under 60 seconds.

Threshold turns official public data into an instant site appraisal. A developer drops a pin on a plot and, in under a minute, sees comparable sales, a price-per-square-foot map, an achievable-price prediction and the maximum they can pay for the land. Work that used to take days of manual research.

LIVE · ENGLAND & WALES

Land

Site appraisal for new-build residential developers: sold comparables, £/sqft ground pricing, achievable price per house type, and the maximum land bid that stacks up.

LIVE · ENGLAND

Care

Senior housing and later living: local bed supply against 85+ demand, scored against the national benchmark, with a heatmap and a projection to 2043.

LIVE · ENGLAND

Early Years

Nursery and pre-school site appraisal: registered childcare places against the under-fives living in the catchment, on the same one-pin workflow.

WHAT IT IS NOT

Not a RICS valuation

Threshold is a screening estimate and says so on every result. It decides which sites deserve the deep work, it does not replace the deep work, and it is not a formal valuation. Say that before anyone has to ask you.

Whenever a developer asks "is this site worth it, and what can I pay?", Threshold answers instantly, with evidence.

Exactly where Threshold works.

Every sector runs on a different official register, and those registers cover different parts of the UK. Confirm where a prospect builds before you pitch. This is the fastest way to lose credibility, and the easiest thing to avoid.

SECTOR	WHERE	WHAT SITS BEHIND IT
● Land	England & Wales	4,683,700 sold records, 2021 to 2026, 94.3% matched to a verified floor area. 474,294 of them new build.
● Care	England only	14,786 registered care homes and 484,483 beds, with ONS population and 2043 projections for 309 local authorities.
● Early Years	England only	22,952 Ofsted-registered group settings holding 1,140,188 places, against the under-five population.

NOT COVERED

Scotland and Northern Ireland

Sold prices there sit with Registers of Scotland and Land & Property Services, not HM Land Registry, and we do not hold either. No sector covers them today. Say so plainly rather than promising to check.

WALES, IN CARE AND EARLY YEARS

England-only registers

CQC regulates care in England and Ofsted registers childcare in England. Wales is inspected by CIW and Estyn, whose data we do not hold. Land does cover Wales, so a Welsh housebuilder is still a live prospect.

WHERE THE DATA COMES FROM

HM Land Registry Price Paid joined to the EPC register for floor areas, CQC registered locations, the Ofsted childcare register, and ONS population and projections. All official open data under the Open Government Licence, refreshed monthly. Never scraped listings, and never Rightmove or Zoopla asking prices.

Everything needed to price a site, on one screen.

Know these six things and you can talk to any land buyer with confidence.

01 Sold comparables

Every matched sale in the radius: £/sqft, floor area, beds, new build or resale, tenure and date. Real recorded sales, filterable in one table.

02 Ground-pricing map

A £/sqft grid laid over the land itself. Zoom in and every cell carries its own figure, so they see the premium pockets before they bid.

03 Achievable-price prediction

A predicted sale price per house type, weighted by proximity, recency and size. Always a range with an honest confidence score, never false precision.

04 Residual land appraisal

The single number that decides the deal: the maximum they can pay for the land. GDV in, build costs, contingency, fees, finance, sales and profit out, with sensitivity.

05 Sales-rate evidence

Units per month achieved at real new-build sites nearby: the absorption evidence a lender asks for before funding a scheme.

06 Lender-ready PDF export

One click turns the appraisal into a clean report they can put in front of partners and funders, disclaimers included.

HONEST BY DESIGN

Thin-evidence areas are flagged as low confidence rather than dressed up as a precise number, and the residual is built the way a surveyor would build it rather than the way that flatters the site. It is a fast appraisal for screening, not a formal RICS valuation, and it says so plainly. That honesty is a selling point, not a caveat.

The same one-pin logic, for senior housing.

Threshold Care answers the question a senior-housing developer lives with: is this catchment under-served, and by how much? Drop a pin and it maps local bed supply against the 85+ population, then scores the gap.

01 Supply against demand

Every care home in the catchment, its beds and CQC rating, set against the 85+ population living around it.

02 Beds per 100 aged 85+

The single ratio that decides a site, measured against the national benchmark, with the shortfall spelled out in beds.

03 Demand heatmap

An at-a-glance map of under-supplied (red) and over-supplied (green) areas, so they spot the gap before committing to a site.

04 The 2043 flip, and this is the hook

England's 85+ population grows about 65% by 2043. Catchments that read oversupplied today are short of beds within the life of a scheme. Harrogate looks comfortable now and is 306 beds short by 2043. That single slide sells the product.

WHO BUYS IT

Care developers

Senior-housing, assisted-living, memory-care and later-living developers and operators sizing a site. Not individual care homes.

COVERAGE

England only

CQC registered locations for supply, ONS for demand and the 2043 projections. Wales, Scotland and Northern Ireland use different inspectorates and are not covered.

Nursery sites, on the same one pin.

Early Years answers four questions from a single pin: how many young children the catchment holds, how many registered places already serve them, how big the gap is against the national rate, and what a viable setting supports. It is the newest sector and the one almost nobody else covers.

01 Places against under-fives

Every Ofsted-registered group setting in the catchment with its registered places and latest rating, against the population aged 0 to 4 from ONS small-area estimates.

02 Places per 100 children aged 0 to 4

The benchmark is about 33.5 places per 100, computed from the live data rather than assumed. A catchment materially below it is undersupplied.

03 Group provision only

Day nurseries and pre-schools on non-domestic premises. Childminders are deliberately excluded, because this is a tool for property decisions.

04 Same honest framing

It tells a developer which sites deserve a full commissioned catchment report and which never did, for a fraction of the cost of one report. It does not replace that report.

WHO BUYS IT

Nursery groups and developers

Nursery operators opening settings, and developers building or converting premises for them. The same land-buying qualification still applies.

THE SCALE OF IT

22,952 settings

Holding 1,140,188 registered places across the nine English regions. Ofsted registers childcare in England only, so Wales is not covered.

Who you are selling to, and who you are not.

Threshold is only useful to a company that buys land and develops new build on it. That is the whole qualification. Our value is the pre-bid appraisal, so a company that never bids for land will never need us, however well the call goes.

Sell to

- **Housebuilders and land-led developers** who acquire sites and build homes for sale.
- **Land promoters and strategic land teams.** They appraise sites constantly, which is exactly our product.
- **Care and later-living developers and operators** building new schemes, and **nursery groups** opening new settings.

Do not sell to

- **Main contractors** building on someone else's land. They never run a land bid.
- **Refurbishment and renovation firms.** No acquisition appraisal, no need.
- **Estate agents and surveyors** looking for a valuation tool. Threshold is a screening estimate, not a RICS valuation, and selling it as one creates a problem later.
- **Individual care homes and single nurseries.** We sell to the people who develop the buildings, not to the people who run one.

WHY THIS PAGE EXISTS

When we graded the equivalent US call list, 63 percent of the numbers turned out to be firms that build on a client's land and would never run a land bid. They were friendly calls that could never close. Your list is graded the same way: grade A means we have confirmed the company buys land, and "check fit" means qualify it on the call before you invest time.

THE QUALIFIER, ASK IT EARLY

"Do you buy the land yourselves, or do you build on land the client already owns?"

The 7-day free trial does the closing.

The approach is deliberately soft. You are not selling software features. You are handing a developer a free week with a tool that answers their most expensive question in under a minute. Once they run one real site through it, the value sells itself.

1 Find the right person

The land buyer, managing director or land manager who decides which sites to pursue. One good conversation beats ten unqualified ones.

2 Check the geography, then offer the trial

Confirm we cover where they build, then: seven days, no card, no risk. "Run your next site through it and see what it says."

3 Let the tool talk

The first real appraisal makes the case better than any pitch. A number they would have spent days getting, in under a minute.

4 They convert, you earn

When the trial rolls into a subscription, that customer is attributed to you and pays you a share every month they stay.

Understand their workflow

Agent or off-market introduction → land manager → initial appraisal → comparables → achievable prices → viability → due diligence → offer. Threshold sits between the incoming opportunity and the detailed viability work. Three questions that surface where it fits:

- How many sites does your land team look at in a week?
- How many get as far as a full appraisal?
- Who does that first pass today, and how long does it take them?

The lines that carry a call.

THE 30-SECOND PITCH

"Threshold is a site-screening platform built for land teams. Drop a pin or type a postcode and, in under a minute, it shows you what homes actually sell for street by street, a predicted achievable price per house type, and the maximum you could pay for the land and still hit your margin. We are not replacing your viability model or your existing software. We help you decide which sites are worth the deep work before you spend days on them."

"WE ALREADY USE LANDINSIGHT OR NIMBUS"

"Good, and we are not trying to replace them. Those are for finding and researching sites. Threshold answers a different question: of the sites already in front of you, which one is actually worth the work. Most teams run both."

"OUR LAND TEAM ALREADY DOES THIS IN EXCEL"

"They do, and Threshold does not replace the spreadsheet. It gets you to the spreadsheet with better inputs, far faster. Instead of a day pulling comparables and arguing about achievable prices, you start from evidence."

"DO YOU COVER SCOTLAND?"

"Not today, and I would rather tell you straight. Sold prices in Scotland sit with Registers of Scotland rather than HM Land Registry, and we do not hold that data. We cover England and Wales for land. If you build in England too, that part is fully covered."

IF YOU DO NOT KNOW THE ANSWER

"That is a good question. I do not want to guess and give you inaccurate information. Let me confirm it and come straight back to you."

SOUND LIKE THE INDUSTRY

Homes and units, not houses. Say GDV, scheme, viability, residual and £/sqft, because here those are the right words and using them properly buys you credibility. Say screening or appraisal, never valuation, because a valuation means something specific and regulated that this is not.

The price list, and what can actually be bought.

Quote from this table and nothing else. Two of these rows are published but not yet self-serve, and quoting them as if they were buyable is the quickest way to create a problem you then have to walk back.

WHAT THEY BUY	PRICE	STATUS
One sector, solo (1 user)	£99/mo	Buy online today
One sector, team (up to 5 concurrent users)	£249/mo	Buy online today
Day pass / week pass	£29 / £59	Buy online today
Extra seats beyond five	+£39/user/mo	Talk to us, not self-serve
Second or third sector	+£49 / +£99	Announced, register interest
All access, every sector	£199 / £399	Announced, register interest

READ THIS BEFORE YOU QUOTE

Only the top three rows can be bought through the website today. Multi-sector and all access are published as coming, and the buttons collect interest rather than payment. If a customer wants two sectors, do not quote a bundle. Take it as a conversation and pass it to us.

ALWAYS TRUE, ON EVERY PLAN

A 7-day free trial with no card, and a 14-day money-back guarantee behind any payment. Lead with both. They remove the risk objection before it is raised.

WHAT YOU EARN

Your rate climbs from 20% to 35%.

You earn a recurring share of each customer's subscription for as long as they stay, attributed automatically to your referral link and tracked live in your portal. It is not a one-off. It is a book of income you build, and the bigger it gets the more each account pays you.

ACTIVE ACCOUNTS	YOUR RATE	PER TEAM ACCOUNT, PER MONTH
1 to 9	20%	£49.80
10 to 24	25%	£62.25
25 to 49	30%	£74.70
50 or more	35%	£87.15

The rate applies to your whole book, not just the accounts above the line, and is recalculated monthly. Once you reach a tier it is held for 90 days even if your book dips, so one cancellation cannot cut your rate across everything.

WHAT THAT LOOKS LIKE

Twenty Team accounts puts you on 25%: about £1,245 a month, recurring. Reach fifty and the rate becomes 35% across the whole book, about £4,357 a month. It is paid for as long as those customers stay subscribed, so the work you did in month one is still paying in month thirty.

<60s

from pin to appraisal

4.68M

sold records behind Land

3

live sectors

0

scraped listings, ever

The leads, the lines and the tracking.

EXCLUSIVE CALL LISTS

Verified developers, yours alone

Pull leads by county and sector, ten at a time. Claimed leads are locked to you with no cross-over with other reps, and graded so confirmed land buyers reach you first.

TALKING POINTS ON TAP

Tailored to your patch

The key selling points sit in your portal, region-aware, there to reference mid-call if you need a pointer.

LIVE COMMISSION TRACKING

See what you are earning

Every attributed customer and exactly what you are owed, in real time, in your dashboard.

YOUR OWN REFERRAL LINK

Automatic attribution

A personal referral code that credits every sign-up to you, online or on a call.

AN HONEST WORD ABOUT THE UK LAND LIST

The land pool is huge, around 192,000 companies from Companies House development records across all 71 counties, but Companies House publishes no phone numbers. Only a few hundred rows are dialable, so UK land is a research-then-call list: the pool tells you who to look up, the grade tells you who is worth the effort. The care list is smaller and dialable.

Getting started

1 Get approved

We add your work email. Access to the partner portal is invite-only.

2 Set your code and your patch

Pick your referral code and the counties you will cover, then pull your first call list.

3 Start offering trials

Open doors, check the geography, hand out the free week, and let Threshold sell itself.

IF A CUSTOMER WANTS TO CONTACT US

Sales, support, data questions and press all go to one address: sales@threshold-map.com. Hand it out freely: "anything you need after today, email sales@threshold-map.com and it reaches a person, not a ticket queue." Send anything you could not answer there too, copying yourself in, so you follow up rather than the customer chasing you. Threshold is operated by Hayes James, who the customer contracts with.