Threshold SITE INTELLIGENCE

UNITED STATES · 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.

7	50	2.0M	35%
states of land data	states of senior housing	recorded sales	top commission rate

THE OPPORTUNITY

Recurring income, and a market you get in early on.

Threshold is site-intelligence software for property and senior-housing 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, rising to 35%**

Not a one-off finder's fee. You earn a share of each customer's subscription every month they stay, and the rate climbs as your book grows: 25% at ten accounts, 30% at twenty-five, 35% at fifty. It lifts the whole book, not just the new ones.

02 **Soft sell**

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

03 **Get in early**

Senior housing is live in all 50 states today. Land is rolling out state by state and is now in seven. Every state we add widens your market and your book.

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

THE ONE RULE

Never promise coverage you have not checked. Land exists in seven states and nowhere else, and thirteen states can never have it at all. Page four is the page to memorize.

THE PRODUCT

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

Threshold turns official public records into an instant site appraisal. A developer drops a pin, or types a ZIP code, and in seconds sees the comparable sales, an achievable new-build price, and the maximum they can pay for the land. Work that used to take days of manual research.

LIVE · 7 STATES

Land

Site screening for new-build residential developers: recorded comparable sales, an achievable new-build price per square foot, and the maximum land bid that still hits their target margin.

LIVE · ALL 50 STATES

Senior housing

Bed supply against 85+ demand in the catchment, scored against the national benchmark, with a heatmap of under and over-supplied areas.

WHERE IT SITS

Before underwriting

Threshold is a screening platform, not GIS, surveying, CAD or a formal appraisal. It decides which sites deserve the deep work, it does not replace the deep work.

WHAT IT IS NOT

Not a USPAP appraisal

Every result says so on screen. Say it before anyone has to ask you. With people who have commissioned a real appraisal, saying it first earns you the room.

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

COVERAGE · KNOW THIS COLD

Exactly where Threshold works.

Land is sold state by state and only exists where that state publishes both a sale price and a building floor area. Confirm which states a prospect builds in before you pitch Land. This is the fastest way to lose credibility, and the easiest to avoid.

LAND STATE	RECORDED SALES	WHAT IS COVERED
New York	493,320	61 of 62 counties plus all five NYC boroughs. Nassau not covered, Suffolk limited.
Florida	411,111	Statewide, 65 of 67 counties carry comps. Sales from 2024 onward.
Maryland	350,692	Statewide, all 24 jurisdictions.
Massachusetts	312,785	Statewide, all 14 counties.
North Carolina	295,546	Seven counties: Wake, Mecklenburg, Johnston, Union, Iredell, Harnett, New Hanover.
Connecticut	135,094	Statewide, all nine planning regions.
Colorado	20,821	Arapahoe County only. Not Denver city, Colorado Springs or Boulder.

SENIOR HOUSING

All 50 states, today

14,695 certified homes and 1,568,348 beds, from CMS Care Compare and US Census population data. Federal data has no disclosure problem, so it was national on day one.

THIRTEEN STATES, NEVER

Non-disclosure states

Texas, Washington, Utah, Idaho, Montana, Wyoming, New Mexico, North Dakota, Kansas, Mississippi, Missouri, Louisiana, Alaska. Sale prices are not public record there, so nobody can build recorded-sale pricing. Sell them senior housing instead.

SAY IT PLAINLY

The same coverage, partial states included, is printed on our pricing page before anyone is asked to pay. There is nothing to hide and nothing to oversell, so tell a prospect the limits before they find them.

WHAT YOU'RE SELLING · LAND

Everything needed to price a site, on one screen.

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

01 **Comparable sales**

Every recorded sale in the radius: price per square foot, floor area, price, sale year and distance. Real recorded sales in one table, never scraped listings.

02 **Achievable new-build price**

An indicative price per square foot for the site, weighted by proximity, recency and size similarity, always shown as a range with a confidence score.

03 **Residual land bid**

The number that decides the deal: the most they can pay for the land and still hit their margin. Build cost plus contingency, fees, sales and marketing, finance and target profit, all itemized and updating live.

04 **By property type**

Median price per square foot, average price and average size for each home type in the catchment, so they price against the right comps.

05 **New-build versus resale**

Filter the comps to new construction only, which is what a developer is really pricing against, rather than the resale market around it.

06 **Built on that state's own records**

Florida Department of Revenue tax rolls, New York ORPTS recorded sales, Maryland SDAT, MassGIS assessor parcels, the Connecticut statewide CAMA layer, and county assessor records in North Carolina and Colorado. The tool names the source under every result.

> HONEST BY DESIGN
>
> Thin evidence is flagged as low confidence rather than dressed up as a precise number, and if a site does not pencil the tool says "Not viable" and shows the sale price and build cost it would take to work, instead of printing a negative land value. That honesty is a selling point, not a caveat.

The same one-pin logic, for senior housing.

Threshold 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. Live in all 50 states.

01 **Supply against demand**
Every certified facility in the catchment, its bed count and CMS star 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 **Honest verdict**
Undersupplied, in line, or oversupplied. A fast screening estimate, not a USPAP appraisal, and it says so plainly.

WHO BUYS IT

Senior-housing developers

Assisted living, memory care, active-adult 55+ and CCRC developers and operators sizing a site before they commit. Not individual care homes.

WHY IT IS NATIONAL

Federal records

CMS Care Compare for supply, US Census for demand. No state disclosure problem, which is why it covers all 50 states while Land is still filling in.

COMMERCIALLY USEFUL

A developer in Texas can never buy Land from us. They can buy senior housing today. Every non-disclosure state is still a live market for this product.

QUALIFICATION

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

- **Developers and homebuilders** who acquire sites and build new homes for sale.
- **Land subdividers and land bankers** (NAICS 237210) and operative, for-sale builders (NAICS 236117). They appraise sites constantly, which is exactly our product.
- **Senior-housing developers and operators** building new communities: assisted living, memory care, active-adult 55+, CCRC.

Do not sell to

- **"We build on your lot" custom builders.** The client already owns the plot, so there is never a land bid.
- **Main contractors** building on someone else's land.
- **Refurbishment and renovation firms.** They never run a land appraisal.
- **Individual care homes.** We sell to the people who develop senior housing, not to the people who run one home.

WHY THIS PAGE EXISTS

When we graded our own US land call list, 348 of 556 numbers, 63 percent, were build-on-your-lot custom builders. They were friendly calls that could never close. In your call list, grade A means we have confirmed the company buys land. "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 seconds. Once they run one real site through it, the value sells itself.

1. **Find the right person**
   The land buyer, principal or acquisition manager who decides which sites to pursue. One good conversation beats ten unqualified ones.

2. **Check the state, 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 seconds.

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

Broker → acquisition manager → initial screening → comps → estimate sales prices → financial model → due diligence → offer. Threshold sits between the incoming opportunity and the detailed financial analysis. Three questions that surface where it fits:

- How many sites does your acquisition team review each week?
- How many make it to underwriting?
- Who does the initial screening today?

WHAT TO SAY

The lines that carry a call.

THE 30-SECOND PITCH

"Threshold is a site-screening platform built for acquisition teams. Drop a pin or enter a ZIP code and, in seconds, it estimates achievable new-build pricing from recorded sales, shows the comps behind it, and calculates the maximum land price that still meets your target margin. We are not replacing your underwriting or your existing software. We help your team decide which sites are worth pursuing before you invest hours of analysis."

"WE ALREADY USE ACRES"

"Acres is an excellent land intelligence platform, designed to research a property in depth. Threshold solves a different problem. We help you decide whether a site is worth researching in the first place."

"OUR ANALYSTS ALREADY DO THIS"

"Exactly where Threshold fits. We are not replacing analysts. We automate the repetitive first-pass screening so experienced people spend their time on the projects most likely to move forward."

"DO YOU COVER TEXAS?" (OR ANY NON-DISCLOSURE STATE)

"Not for Land, and I would rather tell you straight than waste your time. Texas is a non-disclosure state, so sale prices are not public record and nobody can build reliable recorded-sale pricing there. Our senior housing product is national and does include Texas, because it runs on federal data."

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. Square feet, not square metres. ZIP code, not postcode. Price per square foot, because that is the unit the tool works in. Avoid GDV and "scheme" unless the developer says them first, because both are British and both mark you out.

PRICING AND 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%	$67.80
10 to 24	25%	$84.75
25 to 49	30%	$101.70
50 or more	35%	$118.65

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 $1,695 a month, recurring. Reach fifty and the rate becomes 35% across the whole book, about $5,933 a month. Customer prices: Land $139 solo / $339 team for the first state, +$49 / +$99 each added state, senior housing $139 / $339 national, all access $269 / $539. Every plan starts on the same 7-day free trial.

<60s
from pin to appraisal

2.0M
recorded sales behind Land

50
states of senior housing

0
scraped listings, ever

YOUR TOOLKIT

We give you the leads, the lines and the tracking.

EXCLUSIVE CALL LISTS

Verified developers, yours alone

Pull numbers by state 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 state

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.

Getting started

1. **Get approved**
   We add your work email. Access to the partner portal is invite-only.
2. **Set your code and your state**
   Pick your referral code and the states you will cover, then pull your first call list.
3. **Start offering trials**
   Open doors, check the state, 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." Use it yourself for anything you could not answer on a call, and copy yourself in so you can follow up rather than leaving the customer waiting. Threshold is operated by Hayes James, which is who the customer contracts with.