

GOOD · 48% MARGIN

\$1M-\$5M PROJECT

#1 · 0 RALPH DRIVE (20.54-ACRE ASSEMBLAGE), WAKE FOREST, NC 27587

20.54-acre assemblage, Wake Forest NC · MLS 10105595 · GR3 · adj. Kinsley (city sewer)

LIST PRICE	\$1,550,000 active — MLS 10105595 (Golden Realty)	ACREAGE	20.54 acres (14+ parcels assembled) — \$75,463/acre
ZONING	GR3 — General Residential 3, Wake Forest UDO; adj. lot at 103 Ralph Dr confirmed GR3	ADJACENCY	Adj. Kinsley subdivision (726 TH, 209 acres, city sewer + water IN PLACE, active buildout)
UTILITIES	City sewer/water LIKELY available at boundary — VERIFY with Wake Forest utility map	LOCATION	Just off N. Main St; walking distance to Wake Forest Historic District + Downtown shops/dining
COUNTY	Wake	STRATEGY	Entitlement (primary): plat ~40 lots, sell to builder. Build-invest (alt): 40 homes at \$290/SF hits 20% margin
OUT-OF-POCKET CASH	\$1,811,000 (land + closing + entitlement costs + carry — all-cash entitlement play)	FINANCED	\$0 (entitlement play is cash/bridge; no construction loan needed until builder takes over)
MODELED	Entitlement: 40 lots × \$95,000 entitled = \$3,800,000 revenue; Build: 40 × 2,600 SF × \$290/SF = \$754K/home		

PROJECT COST	GROSS REVENUE	NET PROFIT	MARGIN	MAX OFFER (20%)
\$1.81M	\$3,800,000	+\$1,837,000	48%	\$1,808,240

PRO FORMA

LINE	AMOUNT
Gross revenue — 40 entitled lots × \$95,000 (platted GR3 near Kinsley, city sewer)	\$3,800,000

LINE	AMOUNT
Land acquisition + closing (~2% × \$1,550,000)	(\$1,581,000)
Entitlement costs — survey, civil eng., planning, legal, town fees (at cost, no HO margin)	(\$150,000)
Home On builder margin (20% intro rate; standard 30%)	\$0 — entitlement play; no construction performed by Home On
Site development / infrastructure (incl. 20% margin)	\$0 — buyer (builder) installs roads + utilities after purchase
Contingency (10% of entitlement costs, AT COST — typically returned if unused)	\$0 — embedded in entitlement estimate above
Carry — 18-month hold (bridge interest / opportunity cost, at cost)	(\$80,000)
Selling costs (~4% broker + legal on land sale) — paid at closing, not out-of-pocket	(\$152,000)
NET PROFIT TO INVESTOR (entitlement)	~\$1,837,000 · 48% margin · 101% cash-on-cash over ~18 months

Entitlement ARV: comparable ready-to-build lots near Wake Forest Downtown sell for \$100–\$150K (finished) and \$75–\$100K (entitled, pre-infra). Model uses \$95K/entitled lot (conservative), 40 lots from 20.54 acres at GR3 density. Build ARV: Wake Forest new-construction median \$216/SF (\$709K median price, Redfin Oct 2026); premium infill near downtown estimated \$260–\$290/SF. At \$290/SF × 2,600 SF = \$754K/home, per-lot net = \$157,381 (20.9% margin, 105% cash-on-cash). MAO for BUILD play: reverse-solved at \$290/SF, 40 lots → max land = \$1,808,240 (current ask \$1,550,000 is \$258,240 BELOW build-play MAO — cushion exists). Entitlement MAO: \$2,605,882 — ask is \$1,055,882 below entitlement MAO.

DILIGENCE GATES

GO: GR3 zoning confirmed (adj. 103 Ralph Dr GR3); Kinsley city sewer active within ~500ft; Wake Forest planning approved similar density nearby (2201 Averette Rd: 27 SF + 14 TH lots; 4114 Rogers Rd: 36 SF lots — July 2026 development report); \$75K/acre is below-market for sewer-adjacent Wake Forest land.
VERIFY: (1) Request Wake Forest utility map — confirm sewer stub at Kinsley/Ralph Dr boundary. (2) Engage civil engineer for preliminary plat — confirm ~40-lot yield under GR3 after setbacks, roads, stormwater. (3) Check Falls Lake / Neuse basin buffer — site is northeast Wake County, confirm no Neuse buffer overlay. (4) FEMA flood/wetlands desktop review on GIS. (5) Survey all 14+ parcels for any deed restrictions or easements. (6) Confirm town of Wake Forest annexation status (must be within town limits for city sewer).
STOP: If sewer stub is more than 500ft from property line (extension cost could eat margin). If platting yields fewer than 30 lots (land cost per lot rises above \$52K — margins compress). If Neuse buffer applies to meaningful acreage. If deed restrictions prohibit subdivision.

VERDICT

This is the strongest land opportunity in this scan. At \$1.55M for 20.54 GR3-zoned acres adjacent to a 726-unit active master plan with city sewer, the entitlement play is straightforward and the economics are compelling: modeled at +\$1,837,000 net (48% margin, 101% cash-on-cash in ~18 months). The build-invest alternative also works at premium pricing: 40 homes at \$290/SF × 2,600 SF = \$754K/home nets +\$157,381/home (20.9% margin, 105% cash-on-cash per lot). The entitlement path requires less capital and faster exit. RECOMMEND: Execute a basic utility and plat feasibility

check (2–3 weeks, ~\$5K), then make an offer near \$1.45–\$1.55M contingent on utility confirmation. If sewer is confirmed and civil yields 40+ lots, this is a GREAT deal on the entitlement path.