



FREE OWNER PLAYBOOK

DIRT TO DOLLARS

Dirt to Dollars Playbook

Simple steps to understand the value of a single-family, 2-4 family, 5+ multifamily, mixed-use, or townhouse development property before you sell, buy, or partner.



The TRELIA promise

We help NJ property owners see hidden value, choose the right buyer path, and avoid leaving money in the dirt.

One address. Three values.



AS-IS



INCOME



DIRT

The best price is the clearest story buyers can trust.



Get a Free TRELIA Value Review

Drop the address. Get the strategy. Capture the value.



Call/Text

201-917-5884

STEP 01

Know The Value Lane First

In New Jersey, one property can have three different buyer stories: the house, the income, or the dirt. The best pricing starts by choosing the right lane.

1



As-Is / Retail Value

Best for a clean single-family or small property where condition, location, and buyer emotion drive value.

2



Income Value

Best for 2-4 family, 5+ multifamily, or mixed-use assets where rent and expenses drive the math.

3



Dirt / Development Value

Best when zoning, frontage, parking, or subdivision potential may be worth more than today's building.

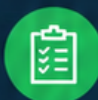
OWNER-SIMPLE DECISION FILTER

Ask this before you ask, "What is it worth?"



Who pays the most?

Home buyer, investor, builder, or assemblage buyer?



What do they need?

Comps, rent, approvals, parking, utilities, or exit value?



What can they subtract?

Zoning, risk, affordable housing, DEP, flood/wetlands, or construction risk.

NJ first-pass items TRELIA checks



Property basics

- ✓ Block / lot, lot size, frontage, and depth
- ✓ Existing building, units, parking, or rent roll
- ✓ Taxes, utilities, access, easements, and title clues



Development clues

- ✓ Zone, setbacks, height, FAR, and coverage
- ✓ Parking, affordable housing, and board path
- ✓ Flood, wetlands, coastal issues, and sewer / water



STEP 02

Value The Income Without Fooling Yourself

For 2-4 family, 5+ multifamily, and mixed-use properties, the buyer is not just buying walls. They are buying a believable income stream.

CORE FORMULA



$$\text{NOI} / \text{CAP RATE} = \text{VALUE}$$

NOI means income after vacancy and true operating expenses.

OWNER WARNING

Buyers do not pay for hopeful rents. They pay for numbers they can verify.

Simple NOI Stack

	Gross market rent	+
	Other income	+
	Vacancy / credit loss	-
	Operating expenses	-

= Net Operating Income

Mixed-use gets valued in pieces



Residential income

Apartments, legal unit count, rent levels, parking, laundry, turnover, and condition.



Commercial income

Lease term, tenant quality, storefront visibility, frontage, signage, CAM recovery, and rollover risk.

What to gather before calling TRELIA



RENT ROLL

Current rent, legal units, lease dates, and deposits.



EXPENSES

Taxes, insurance, utilities, repairs, and management.



UPSIDE

Vacancy, below-market rent, parking, storage, or storefront potential.



RISK

Rent control, deferred repairs, tenant rollover, or approvals needed.



Get a Free TRELIA Value Review

Drop the address. Get the strategy. Capture the value.



Call/Text 201-917-5884

STEP 03

Turn A Property Into A Scenario



Development buyers pay for what can be approved, built, sold, rented, and financed — not just what exists today.

THE DIRT-TO-DOLLARS FORMULA

**PROJECT REVENUE - BUILD COSTS - SOFT COSTS
- RISK - PROFIT = WHAT THE LAND CAN SUPPORT**

That is why a property can be worth more to a builder than to a retail buyer — but only when the math survives buyer due diligence.

New construction product checks



Single-family subdivision

Can one lot become two or more legal lots with proper frontage, depth, setbacks, and utility access?



Townhouse development

How many units fit after width, parking, circulation, stormwater, affordable housing, and board risk?



Multifamily / mixed-use

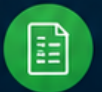
What density, parking, height, unit mix, ground-floor use, and affordable set-aside can be defended?

NJ risk score lens



Owner-simple takeaway

- ✓ Do not price dirt only on today's use.
- ✓ Do not assume every parcel can be maxed out.
- ✓ Do not let buyers define the upside first.
- ✓ Do bring a credible scenario to market.



NJ note: municipality-specific zoning and board review, affordable housing obligations, and NJDEP land-use constraints should be verified before relying on any scenario.

STEP 04

Get A Free TRELIA Value Review

Before you list, buy, sell, partner, or pass, let TRELIA identify the most valuable path: as-is sale, income sale, subdivision, townhouse, multifamily, mixed-use, or development-site positioning.



What you get in the review



Value lane

A simple read on whether the property should be valued as retail, income, or dirt.



Buyer path

Who is likely to pay the strongest number and why they would believe the story.



Development screen

Fast check of zoning, density, parking, affordable housing, DEP, and utility risk.



Pricing strategy

A cleaner way to position the property so buyers compete around the right math.



Ready to know what your NJ property is really worth?

Call or text TRELIA with the address. We will help you understand the hidden value, the likely buyer pool, and the cleanest path to maximize the outcome.



Call/Text 201-917-5884

TRELIA | Creating Tomorrow's Neighborhoods Today

Free Value Review

Drop the address. Get the strategy. Capture the value.