



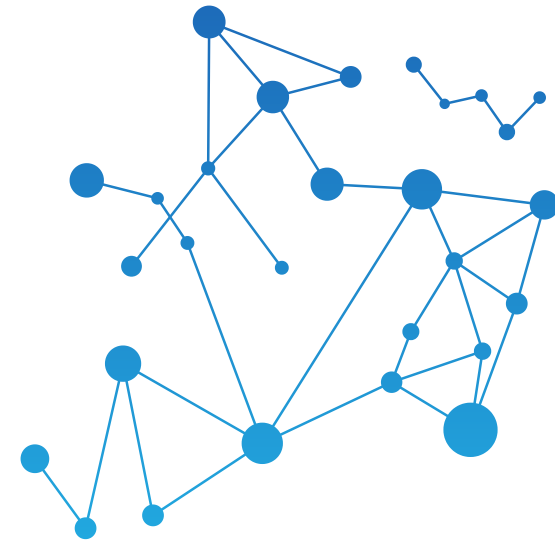
# ORTELIAS

DEVELOPMENT LAND INTELLIGENCE

The first AI-driven professional-grade tool for identifying on-market development opportunities.

# The whole UK land market. In one question.

-  A subscription platform for development land buyers searching for their next site.
-  Simply describe what you are looking for in your own words. ORTELIAS searches the entire market in a way never possible before.
-  Decades of development and agency experience, built into our AI. It tells you which sites are worth your time, and why.



## AT A GLANCE

**3,000+**

UK estate agent websites monitored

**Every region**

of the UK, from day one

**Brief in. Shortlist out.**

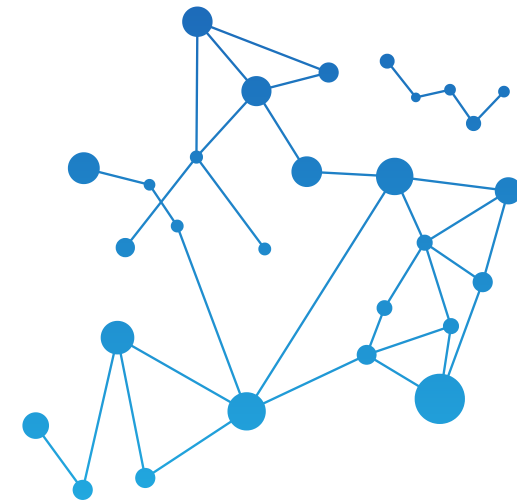
Every result ranked and reasoned


**Built by land specialists**


45+ years on both sides of the market


# THE PROBLEM

**Every developer has a mental map of their market.  
Every map is incomplete.**

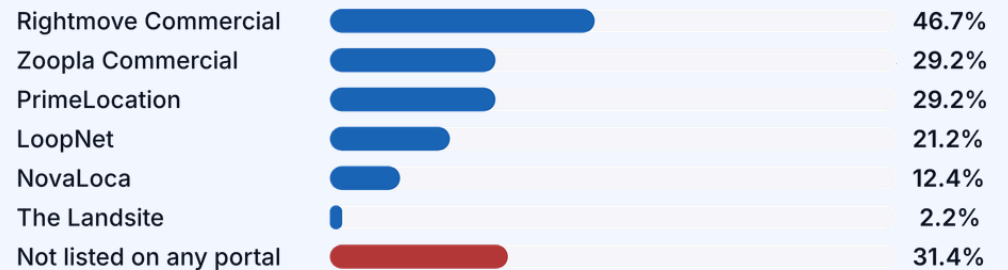


 Staying front of mind. Explaining your requirements again and again. Relying on the right agent to remember you at the right moment.

 The problem cuts both ways. Every agent holds hundreds of briefs in their head, across years and sectors. Even the sharpest memory has its limits.

 No portal aggregates the entire market, or even half. Opportunities are scattered across thousands of agent websites.

## PORTAL COVERAGE OF ON-MARKET DEVELOPMENT OPPORTUNITIES



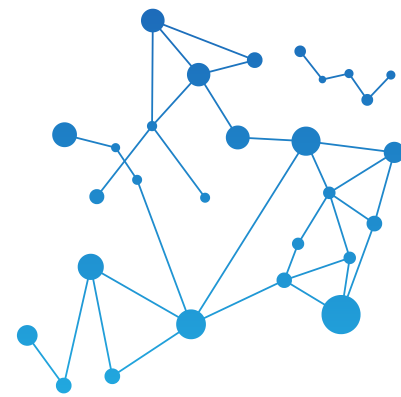
\*Source: Ortelias research, October 2025.

**31.4%** of UK development land is hidden from any portal\*

**Fragmented. Repetitive. Time-consuming.**  
**There is a better way.**

# WELCOME TO ORTELIAS

The UK's development land intelligence platform.



Every other search tool tells you what's available.  
ORTELIAS tells you what's worth your time.

BRIEF



SEARCH



TRIAGE



SHORTLIST

## 01

### It builds your brief

A natural conversation captures location, use class, scale, planning status, budget, deal structure and anything else you need. Your brief can be amended at any time. Sharper inputs, sharper results.

## 02

### It searches and enriches

3,000+ agent websites, results returned in seconds. Each carries an ORTELIAS description compiled from the agent's content and PDFs, enriched with distance to transport hubs, hospitals, demographics and more.

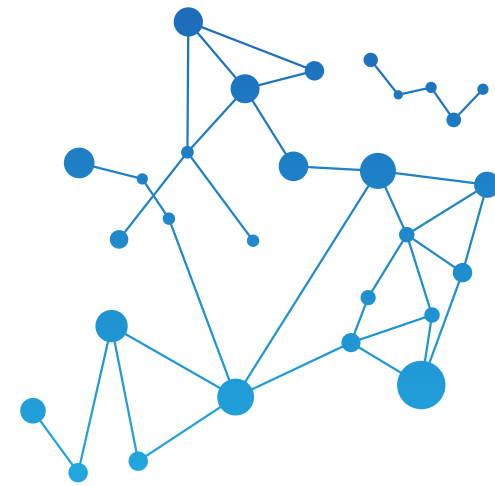
## 03

### It triages every result

Every result carries a written assessment against your specific brief: planning posture, budget fit, deal structure. Where there's an angle worth pursuing that the listing doesn't advertise, ORTELIAS flags it as an upside.

**BUILT BY A TEAM THAT UNDERSTANDS THE PROBLEM**

65+ years of combined experience across the development market and technology.



## WHO'S IT FOR

# A specialist tool for property developers.

ORTELIAS is built for the people whose job it is to find the next development site. It combines a database of UK wide listings, constantly updated, with a custom AI that's trained specifically for on-market development land discovery.

### WHO IT'S FOR

Housebuilders, commercial and mixed-use developers, land promoters, planning consultants, development surveyors, valuers, investors and anyone else with an interest in acquiring land or buildings for development.

### WHAT IT COVERS

On-market opportunities: development land, redevelopment, change of use, conversion, and any site sold for its build potential.

### WHAT IT DOESN'T DO

Lettings, residential resale, and standing investments where there is no development play. We stay narrow on purpose.

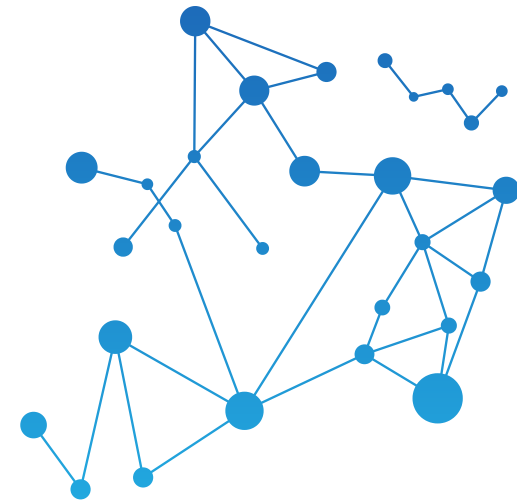
### BUILT FOR ONE JOB

We surface your next development opportunity. No noise. No detours.

## HOW IT WORKS

### We've turned the market on its head.

All other platforms wait for agents to feed them listings. We don't. The result is the most complete view of the UK's on-market development land inventory that exists.



#### THE LISTINGS

##### **Every listing, straight from the source**

Portals only carry the listings agents pay to advertise and agents pick and choose where, when and even 'if' they use them. That is why no portal has the full market. ORTELIAS reads agent websites directly and surfaces listings from the source. That is what makes near-complete coverage possible.

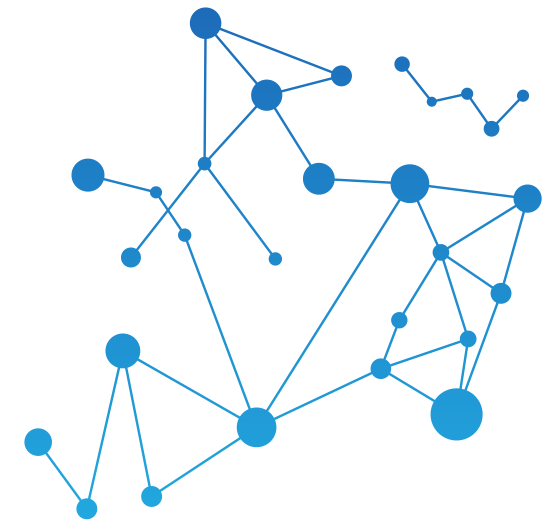
#### THE AGENT RELATIONSHIP

##### **Direct buyer to agent relationship. Always**

Every result carries the agent's name, contact details and link to the original listing on their website. Free to the agent. No listing fee. No commission. Buyers go direct to the agent. The transaction sits where it should: between the two parties who matter.

#### WHY THIS WORKS

The whole market in one place. Agents' work amplified. Every source named. Every contribution honoured.



## RETURN ON INVESTMENT

### The maths is simple.

One land buyer doing this manually. The cost of that work, against the cost of an ORTELIAS seat. The ratio is the answer.

#### MANUAL / YEAR

# £17,160

8 hours per week of manual searching at a true employment cost of £37.50 per hour, plus £30 per week of agent meetings, coffees, lunches and travel.

#### ORTELIAS / YEAR

# £1,393

Standard rate for annual membership from 1 August 2026. Founding rate of £1,069 a year is locked in for any subscription before 31 July 2026.

#### ROI

# 12x

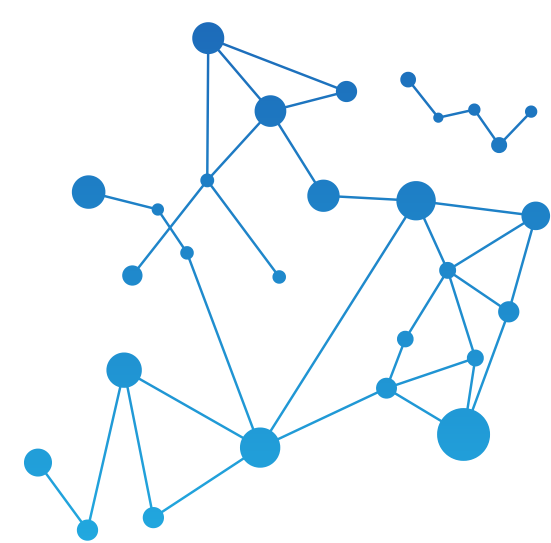
**Return on investment. For every £1 spent on ORTELIAS, £12 of cost is replaced.**

Payback in four weeks. Multi-seat teams attract a further discount, increasing the ROI further still.

## YOUR BRIEF

# One question. The whole market answers.

Real briefs from real sectors. Each describes the kind of site search that used to take weeks of agent calls, portal scrolling and meetings. With ORTELIAS, the answer comes back in seconds.



### CARE HOME DEVELOPER

***"Show me sites for care home developments with main road frontage in towns with a population above 20,000 in the South East, with or without planning."***

A precise brief. The entire South East market answering in seconds. The whole map in front of you, all at once.

### MOTIVATED SELLER SEARCH

***"Show me residential development sites in the Midlands that have had price reductions, suitable for around 20 units, with or without planning consent."***

Vendors who need to move. Prices that reflect reality.

### NEW MARKET EXPLORATION

***"We are considering moving into purpose-built student accommodation. Show me all available UK development opportunities within 10 minutes walk of a university, with or without planning to deliver 100+ units."***

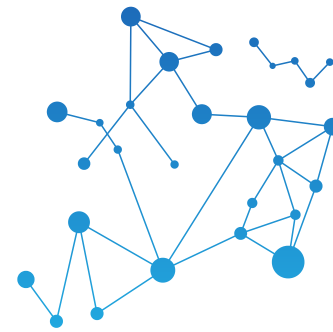
A sector you have never operated in. The whole UK answering your first question.

### DRIVE-THRU COFFEE OPERATOR

***"Show me freehold and long leasehold roadside plots across the North West on arterial routes, suitable for a unit of around 1,500 square feet with dedicated parking for a drive-thru coffee operator."***

The sites match this brief right now. The developer who finds them first, brings them to the table first.

# WHAT COMES BACK



## SITE INFORMATION

Agents' contact details surface on every result. You go direct. **We never come between you and the agent.**

🔍 2 May 12:10 · James Ahearne

14 Strong Match
58 Worth a Look
4 Broad Fit
12 Weak Match

BRIEF AT TIME OF SEARCH  
Purpose-built student accommodation (PBSA) development opportunities across the UK. Targeting sites within approximately 10 minutes' walk (1.3km) of a university campus, suitable for schemes of 100...  
[View full brief](#) ▾

**Land at Lawson Street, Preston, PR1 2RB** Strong Match

Lawson Street, Preston, PR1 2RB

£ OIRO £1,100,000 📏 0.759 acres 🏠 Type Development Site 📄 Planning Full PP 📅 Tenure Freehold +VAT

↘ Reduced £1.50M → £1.10M (-27%)

Jonathan Owen Real Estate

**LISTING SUMMARY**

Land at Lawson Street, Preston (PR1 2RB) is a 0.759-acre irregular L-shaped corner site currently used as a surfaced car park at the junction of Lawson Street and Walker Street within Preston Town Centre. The site has approved detailed planning consent (ref: 06/2022/1346) for 227 studio student accommodation units across 9 levels, including 16 accessible units. The site adjoins a completed Student Tower development and is within easy walking distance of University of Central Lancashire campus facilities. There is also scope to revise the approved scheme to a residential apartment development, subject to planning.

[View original listing](#) ↗

**UPSIDE**

The most compelling upside mechanic here is the adjacency to a completed student tower: this site does not merely sit near student demand, it slots into a physically established PBSA cluster where the surrounding development has already absorbed planning scrutiny and market-tested occupancy. A buyer acquires not just a consented scheme but a location whose student residential credentials have been demonstrated by a neighbour's delivered and operating building — materially reducing lease-up and lender risk on a 227-unit scheme. Layered on top, the consented design (nine levels, 227 studios, dual frontage) has already navigated Preston's planning process, meaning a developer can move directly to pre-construction and procurement rather than carrying promotion risk. The secondary optionality to pivot to a residential apartment scheme under a fresh consent provides a genuine hedge: if PBSA market conditions shift, the site's town-centre location and existing consent track record give a credible alternative route to value without starting from zero.

Against the brief this listing scores as cleanly as any site can: it is purpose-built student accommodation by consent, exceeds the 100-unit threshold by more than double, sits within easy walking distance of UCLan, and is offered freehold. The only friction points — a price discrepancy between marketing materials and a tenure confirmation caveat — are administrative in nature rather than structural blockers, and both are resolvable through standard due diligence. For a developer seeking a shovel-ready PBSA position in a proven Northern student city without the cost and delay of a planning promotion, this site offers an unusually clean entry point at a price point that, even at the higher PDF figure of £1.5m, sits at the lower end of consented PBSA land values for a scheme of this scale.

## BRIEF

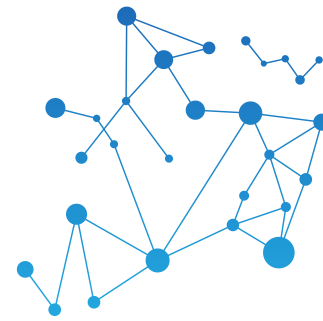
Your brief, plus the number of matches ranked from strong to weak.

## LISTING SUMMARY

Our AI reads every listing, PDF, update and price change, then delivers a single structured summary.

## THE UPSIDE

What the listing does not tell you. Why this site matches your specific brief. Where the real opportunity sits. Where the friction is. **Senior-level analysis on every result.**



## KEY FACTORS

Positives and risks, extracted from the listing and particulars. Every result, every time.

**■ KEY FACTORS**

- ✔ Full detailed planning consent ref 06/2022/1346 — 227 studio units, no planning risk to resolve
- ✔ Nine-level scheme (G+8) — high-density vertical PBSA exactly matching brief
- ✔ 16 accessible studio units included within the 227-unit consent
- ✔ 0.759-acre corner site — compact urban plot consistent with PBSA brief
- ✔ Adjoins completed Student Tower — established PBSA cluster, reduced delivery risk
- ✔ Within easy walking distance of University of Central Lancashire campus
- ✔ Freehold tenure (subject to confirmation) — preferred ownership structure
- ✔ Dual frontage onto Lawson Street and Walker Street — strong site prominence
- ✘ Price discrepancy: listing page states OIRO £1,100,000; PDF particulars state OIRO £1,500,000 — £400K gap, verify with agent
- ✘ Freehold described as 'understood to be freehold, subject to confirmation' — not yet legally confirmed
- ✘ VAT: option to tax in place — adds irrecoverable VAT exposure depending on purchaser's VAT position
- ✘ Irregular L-shaped site geometry may introduce design and construction constraints
- ✘ Listing is silent on S106 obligations, CIL liability, and any pre-commencement conditions attached to the consent

**● PROXIMITY**

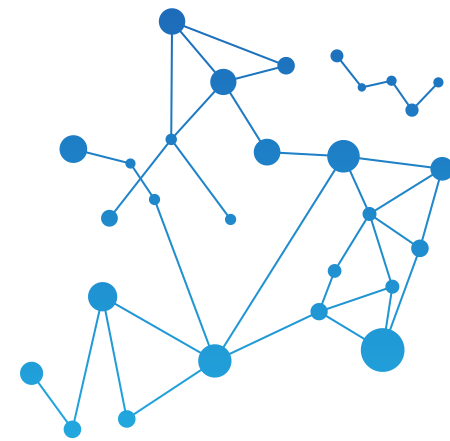
- university: **University of Lancashire 0.3mi**
- supermarket: **Aldi 0.5mi**
- bus stop: **Preston Ring Way (Stand R) 0.1mi**

Primary school <b>St Ignatius... 0.2mi</b>	Secondary school <b>Abrar A... 0.6mi</b>	University <b>University of La... 0.3mi</b>	Hospital <b>Royal Preston Hos... 1.9mi</b>
Rail station <b>Preston 0.5mi</b>	Supermarket <b>Aldi 0.5mi</b>	GP / doctor <b>Avenham Heal... 0.5mi</b>	Park <b>Preston Peace Garden 0.2mi</b>
Motorway junction <b>Golden ... 1.6mi</b>	Dentist <b>Synergy Dental Cli... 0.2mi</b>	Pharmacy <b>Medcare Privat... 0.2mi</b>	Nursery <b>University of Lan... 0.3mi</b>
Post office <b>Meadow Street... 0.3mi</b>	Petrol station <b>Fishergate Fi... 0.5mi</b>	EV charging <b>East Cliff Road 0.5mi</b>	Fire station <b>Preston 1.2mi</b>
Bus stop <b>Preston Ring Way... 0.1mi</b>	Post box <b>Royal Mail 0.2mi</b>		

## PROXIMITY

Distances to every amenity type that matters for your asset class, calculated automatically.

## PRICING & NEXT STEPS



### Founding subscriber pricing.

To thank you for your early support, we're offering a founding subscriber rate until 31 July 2026. Subscribe before then to fix the founding rate for 12 months.

TO CHANGE HOW YOU SOURCE YOUR NEXT DEVELOPMENT OPPORTUNITY, CLICK [HERE](#) OR VISIT [ORTELIAS.COM](#)



SUBSCRIBE ON [ORTELIAS.COM](#)  
OR BOOK A DISCOVERY CALL WITH

**Bruno Jaczkowski**  
Co-Founder

22 years on both sides of the London land market at  
JLL · Montagu Evans · BNP Paribas Real Estate ·  
Cliveden Properties

CLICK [HERE](#) TO BOOK A CALL





#### FOUNDING SUBSCRIBER OFFER

**£99** + VAT per seat  
per month  
billed quarterly or annually

**Locked at this rate for 12 months.**

£297 + VAT quarterly or £1,069 + VAT annually. Multi-seat discount available. Founding rate closes 31 July 2026; standard rate thereafter is £129 + VAT per month.

#### WHAT'S INCLUDED, FROM DAY ONE

-  Coverage of 3,000+ UK estate agent websites.
-  Conversational brief building, refined as your requirements change.
-  Written assessment on every result, ranked from strong match to weak.
-  Upside flags for the angles a listing doesn't advertise.