

Seller Due Diligence Highlights

The seller has completed meaningful preliminary due diligence to help future buyers better understand the potential of the site, including:

- **Access & Private Road Easement**
 - Seller has confirmed with the City that access may be available through a private road/gated easement from West Chino Canyon Road, ending near the trailhead with access leading onto the 5-acre property.
- **Survey & Lot Line Review**
 - A civil engineering firm surveyed the property and marked the approximate corner lot lines.
- **Entry & Bridge Concept**
 - Initial engineering review was completed for a potential small bridge over the existing culvert to create a formal gated motor court entry to the property.
- **Build Site & Home Orientation**
 - Seller identified a potential engineered flat pad and home orientation designed to maximize privacy, views, sunlight, and wind direction, with a concept for an approximately 5,000-square-foot home.
- **Septic Feasibility**
 - Completed PERC test and geological review, with approval for an on-site septic system.
- **Utilities**
 - Seller has confirmed that electrical and water utility hook-ups may come from the Little Tuscany neighborhood.
- **Design Flexibility**
 - Property is not subject to the restrictive Desert Palisades Specific Plan design standards related to materials, landscaping, and lighting.
- **Lot Split Research**
 - Seller has researched potential lot-split options with engineering professionals, including California urban lot-split pathways. Buyer to independently verify all feasibility with the City and applicable authorities.
- **Environmental / Site Review**
 - Initial parcel review indicates no known Indian artifacts, native plants, or protected animals identified in this zone. Buyer to independently investigate.

Creative Vision

To help buyers visualize the possibilities, conceptual renderings may be provided showing a potential modern modular desert compound, including:

- Primary residence
- Guest structures
- Wellness pavilion
- Fitness studio
- Pool and outdoor living areas

- **Desert landscaping and view-oriented outdoor spaces**

These concepts are intended to inspire creative thinking and are not final plans or approvals.

A Rare Palm Springs Design Opportunity

With approximately 5 acres, elevated views, no HOA, architectural context, and meaningful preliminary due diligence already explored by the seller, this property offers an exceptional opportunity to create a private desert retreat in one of Palm Springs' most iconic hillside settings.

Buyer to independently verify all information, including access, utilities, building feasibility, lot split potential, septic, environmental conditions, zoning, permits, and city requirements. Conceptual renderings are for marketing and visualization purposes only.

Marketing Plan for 0 W Cielo Dr, Palm Springs, CA 92262

https://drive.google.com/drive/folders/1pdCR2rqQDkswCoDQKWQQPnZ_SVtdDZaX

- **Professional Photography**
 - Capture the scale, elevation, natural terrain, surrounding architecture, and panoramic views.
 - Highlight the unobstructed sightlines across the Coachella Valley, San Jacinto Mountains, and San Geronio Mountains.
- **High-Impact Video Marketing**
 - Create a cinematic property video showcasing the land, approach, surrounding neighborhood, and view corridors.
 - Include aerial/drone-style visuals to help buyers understand the full 5-acre scale and setting.
- **Conceptual Renderings**
 - Develop visual mockups showing potential modular home concepts with outlying structures, such as guest quarters, wellness studio, fitness pavilion, pool area, and outdoor living spaces.
 - Use these renderings to help buyers visualize the creative possibilities and inspire architectural interest.
- **Lifestyle-Focused Storytelling**
 - Position the property as a rare opportunity to build a dream desert retreat in Little Tuscany, one of Palm Springs' most distinctive hillside neighborhoods.
 - Emphasize that the buyer owns the land, with no HOA, creating flexibility for a custom vision.
- **Architectural Positioning**
 - Highlight the site's proximity to the Desert Palisades project and its surrounding context of architecturally significant homes.
 - Reference the area's design lineage, including nearby properties by E. Stewart Williams, Walter S. White, and Sean Lockyer, to connect the lot to Palm Springs' rich architectural history.
- **Social Media Campaign**
 - Launch targeted post and reel across Instagram, Facebook, YouTube, LinkedIn, and other relevant platforms.
 - Feature the land, views, lifestyle potential, renderings, and "what could be built here" concepts to attract design-minded buyers.
- **Targeted Call and Text Outreach**
 - Reach out to surrounding homeowners, nearby property owners, past clients, agents, builders, developers, and qualified buyer prospects using available contact information, where permitted.
 - Emphasize the rarity of a 5-acre buildable site with panoramic views and no HOA.
- **Broker and Buyer Network Promotion**
 - Market directly to luxury agents, Palm Springs specialists, architectural agents, builders, designers, and developers.
 - Present the property as both a lifestyle opportunity and a legacy architectural site.
- **Email Marketing**

- Send a visually compelling email campaign to targeted buyers, agents, investors, architects, and design-focused contacts.
- Include professional photos, video, renderings, key property highlights, and a clear call to action.
- **Compelling Listing Copy**
 - Use elevated, search-friendly language focused on land, views, architecture, custom home potential, Little Tuscany, Palm Springs design, and no HOA ownership.
 - Frame the property as a one-of-a-kind opportunity to create something meaningful in an iconic desert setting.

Core Marketing Message

A rare opportunity to build your dream home on an incredible 5-acre lot in the Little Tuscany neighborhood of Palm Springs, where you own the land with no HOA. This one-of-a-kind site offers elevated, unobstructed panoramic views of the Coachella Valley, San Jacinto Mountains, and San Geronio Mountains. Adjacent to the Desert Palisades project and surrounded by architecturally significant properties by E. Stewart Williams, Walter S. White, and Sean Lockyer, this is a chance to make your mark in the rich history of Palm Springs desert design.

Link & Comments below to activity to consider when listing at \$1,299,000/\$1,350,000

<https://www.flexmls.com/share/EE1jf/Selected>

431 S Monte Vista

This is obviously infinitely smaller, but it shows the value of an easily buildable lot in a premium location in Palm Springs.

2491 Cahuilla

A larger lot size than Monte Vista but faces some challenges in that it's on a hillside similar to your property.

2600 Anza

Larger than average lot size in a good location, but with some challenges. They initially tried to sell it for \$1.6 but after a couple years it went for \$750k.

2245 Winter Sun

This represents one of the higher end Palisades sales and probably the closest recent comp within that community.

250 Lautner

Similar to the Monte Vista property above. Solid location and easy to work with. Located in an already developed gated community.

20 Sky Sail

This is in Rancho Mirage but I think it shows the premium that buyers will pay if the land is located in a high end development with the right pedigree.

71120 Oasis

Certainty the closest thing to your property. Although it's in a different city, it's 5 acres of hillside land.

2649 City View and 2309 Monument

Both recent comps in Palisades to give a sense of what good lots are selling for in the community.