

MSN™



AS SEEN ON DREAM HOMES REVEALED

FIND \$100K HIDDEN IN YOUR FLOOR PLAN.

THE 3 DECISIONS THAT ADD IT TO YOUR CUSTOM HOME,
WITHOUT SPENDING A CENT MORE TO BUILD.

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READ THIS FIRST

THE \$100,000 NOBODY SEES.

Most \$2M+ custom homes leave **\$100,000 of value on the table**. Before the slab is poured. That's roughly 10% of the build - in lost final value, wasted build cost, or both.

The plan looks fine. The architect signed off. The builder has the file. Everyone is comfortable.

Then you move in. And two years later you wonder why your friend's identical-budget build feels twice as good.

WHY THIS HAPPENS

Architects design to brief and code minimums. Builders build what's drawn. Valuers value what exists.

Nobody in the room plays all three roles at once. Nobody tells you which design choice adds resale and which one quietly burns money.

That gap is what this guide closes. Three levers that move the needle on every floor plan.

That's my call.

BATHROOMS FIRST. ALWAYS.

Bathrooms are the most expensive square metres in the house to build.

But the final value of the home doesn't come from how big the bathrooms are. It comes from **how many**, **how usable**, and **how well they flow**.

Square bathroom? Make it rectangular. Save 1 to 2 sqm. Push that into the bedroom next door. Or fold it into a new sitting room upstairs that didn't exist before.

Same slab. Same wet-area cost. More rooms buyers actually pay for.

WIMBLEDON · THE PROOF

5 BATHROOMS + 2 KITCHENS → 9 BATHROOMS + 4 KITCHENS. SAME FOOTPRINT.



WHAT THIS GUIDE DOESN'T GIVE YOU

- The exact dimensions to pull from a square bathroom
- The res code rules that decide what fits where
- The layout templates I've built over 7 years

WANT ME TO APPLY THIS TO YOUR PLAN?

MAKE THE CALL →

DESIGN AROUND THE FRIDGE.

Kitchens are the second-most-expensive square metres after bathrooms. Past a certain size, bigger kitchen costs you more to build but doesn't lift sale price one cent.

Most architects draw the island first. Then trip on the fridge later.

Reverse it. Place the fridge first. Door swings, sightlines, pantry walk. Then the bench. Then the island. Layout falls into place.

THE WOW MOVE

Right-size the main kitchen. Add a hidden butler's pantry behind it. Cooktop. Sink. Door that closes.

Guests walk in. Main kitchen is showroom-clean. The work happens behind the door. **That's the wow moment.**

MATT · NSW · THE PROOF

A SECRET BUTLER'S KITCHEN. BECAME THE WOW MOMENT OF THE ENTIRE HOUSE.



WANT ME TO APPLY THIS TO YOUR PLAN?

MAKE THE CALL →

THE CODE ALLOWS MORE.

The planning code allows more than your architect uses.

Boundary walls. Site coverage. Setbacks. FFL. Every lever has a legal maximum that almost nobody pushes to.

Push the envelope to the legal max. Gain area without buying land.

IN PRACTICE

Boundary walls extended further than your architect drew · within what the code allows. Site coverage pushed closer to the legal max for your zone. Front setback reduced because the neighbours sit further forward than your plan acknowledges.

JOHN · MAIDSTONE · THE PROOF

3 NEW ROOMS FOUND ON THE SAME SLAB. STUDY, UPSTAIRS SITTING, STORE ROOM. ARCHITECT DREW NONE OF THEM.



WHAT THIS GUIDE DOESN'T GIVE YOU

- The exact code maths for your specific block and zone
- The structural tradeoffs that decide what's worth pushing
- The suburb-specific calls that shift every answer

WANT ME TO APPLY THIS TO YOUR PLAN?

MAKE THE CALL →

IF YOU'RE BUILDING RIGHT NOW

THE \$50,000 PRE-BUILD CALL.

I review your floor plan before you sign off. I show you exactly where the levers apply to your specific build. You get the developer's lens.

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PRICE

\$5,000

SPOTS

3 / MONTH

DELIVERY

72 HOURS

IF I DON'T FIND \$50,000 OF VALUE, YOU PAY NOTHING. KEEP THE REPORT. KEEP THE RECORDING. WE'RE DONE.

"Found me 3 rooms I didn't know existed on the same slab."

JOHN · MAIDSTONE

"The secret butler's kitchen became the wow moment of the whole house."

MATT · NSW

MAKE THE CALL →

THAT'S MY CALL.

— MANI · MSN™ DEVELOPMENTS