

Land Development Sales



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APG
ADVISORS

Philip W. Matthews

Vice President, Land Development Sales

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With over 35 years of experience, Philip W. Matthews specializes in finding, buying and selling development land and finished building lots for clients across the Triangle and Coastal areas. He began his career along the coast, working in the Wilmington area for nearly a decade before moving to Raleigh in 1995.

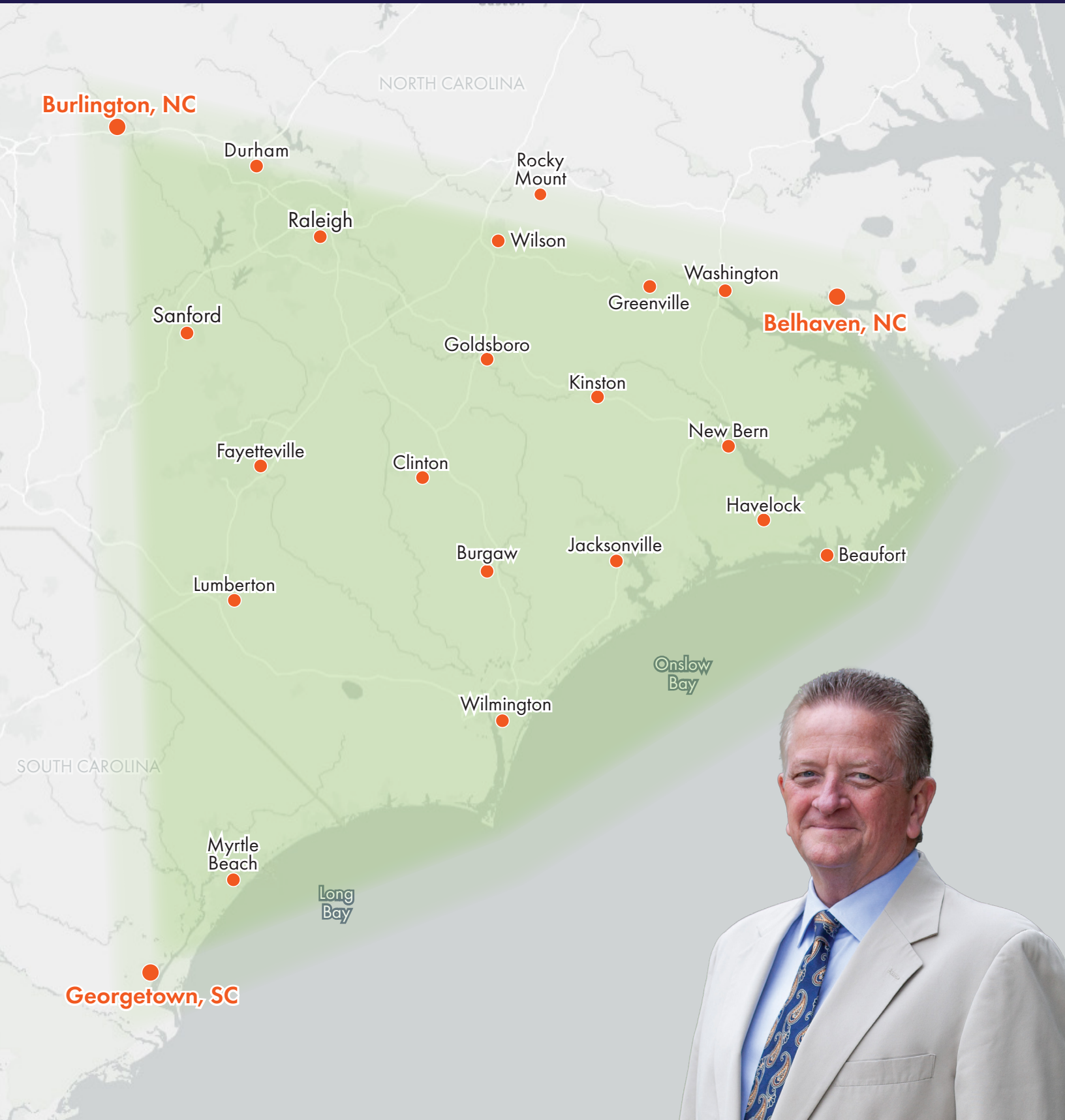
2019-Present	Vice President of Land Development Sales at APG Advisors Raleigh-Durham
1997 - 2019	Owner / Broker P.W. Matthews & Co., Inc.
2018	P.W. Matthews & Co., Inc - DBA Triangle New Homes & Land
2004 - 2006	Director of Land and Lot Sales for Coldwell Banker Builder Services, at the time, the largest New Home Marketing Company in the Triangle
1997 - 2004	P.W. Matthews & Co., Inc DBA Development Marketing Group
1995 - 1997	New Homes and Land Sales, Realty Executives
1985 - 1994	Land and Beach Property Sales in the Wilmington, NC Area

Philip believes in building strong relationship with each individual client or customer. He will use his local and regional knowledge and contacts, experience, and services to help you sell or locate the perfect land for your needs.

Client List

- Community Properties - Tommy Fonville & Partners
- International Paper Realty Corp. - Charlotte, NC
- Weyerhaeuser Realty Corp. - Greensboro, NC
- Forest City Land Group - Ohio
- First Citizens Bank & Trust Co. - Raleigh, NC
- Fidelity Bank - Fuquay-Varina, NC
- Home Builders and Developers - Triangle, Wilmington, & Myrtle Beach

Areas of Expertise



Land Services in the Triangle, North Carolina

For owners, investors, buyers, developers, and diverse land users who need to maximize the value of their land assets, APG Advisors professionals provide the wide-ranging knowledge and experience required to navigate this complex real estate specialty.

APG Advisors is able to help clients achieve their distinct goals because we understand the numerous interrelated components involved in acquisition and disposition of improved and unimproved land. Our Land Advisory Group members are educated and practiced in geotechnical, political, environmental, planning, engineering, regulatory, environmental, transportation, and legal issues. We are also aggressive, enterprising marketing and sales experts in a global firm with immense resources and a vast database of investors worldwide. Our process in buyer or seller representation is as follows:



Step One →

- Determine your property needs
- Conduct requirement evaluation
- Produce real estate brief
- Evaluate market alternatives
- Sign contract
- Gather all information
- Create market strategy

Step Two

- Confirm real estate requirement evaluation
- Confirm development sites/existing building options and assess via inspections
- Send out broker blast
- Negotiate Contract to Purchase
- Begin counter-offer period
- Short List Options, work with design consultant to evaluate space plan
- Confirm existing land as most desirable opportunity
- Accept contract

Step Three: Contract Period →

- Work with other agent if applicable
- Coordinate all inspections
- Work with closing attorney
- Obtain all required information from contractors

Step Four: Close

Proven Success

SOLD



1,000-Acre Waterfront Property

Bal-Gra Site: Previous future residential development purchased by nature conservation group and returned to its original wilderness state after discovery of connection to the Lost Colony

SOLD

Before

After



6 Raw Acres into 6 Lots for Residential Development in Raleigh, NC

SOLD



508 Acres in Nash County for Future Development

Johnston

SOLD



Rutledge Landing Redevelopment from foreclosure - 154 lots

Case Studies & Before/Afters



1,000-Acre Waterfront Property

Bal-Gra Site: Previous future residential development purchased by nature conservation group and returned to its original wilderness state after discovery of connection to the Lost Colony

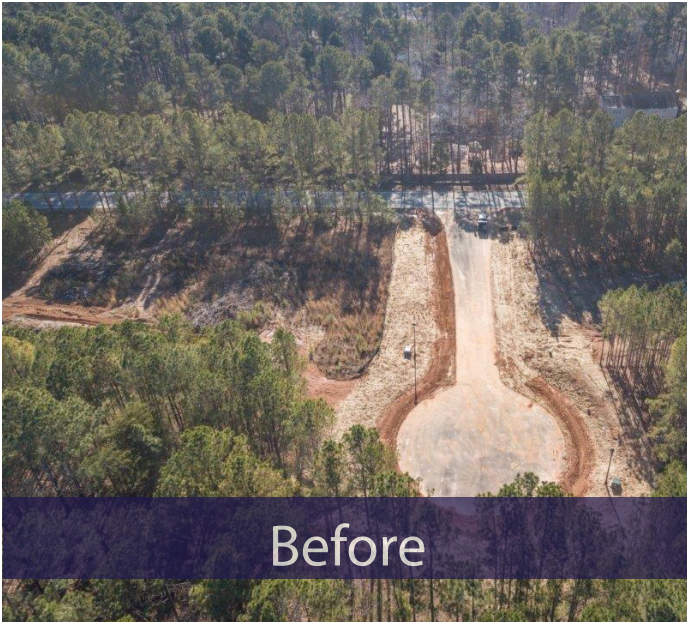


Before

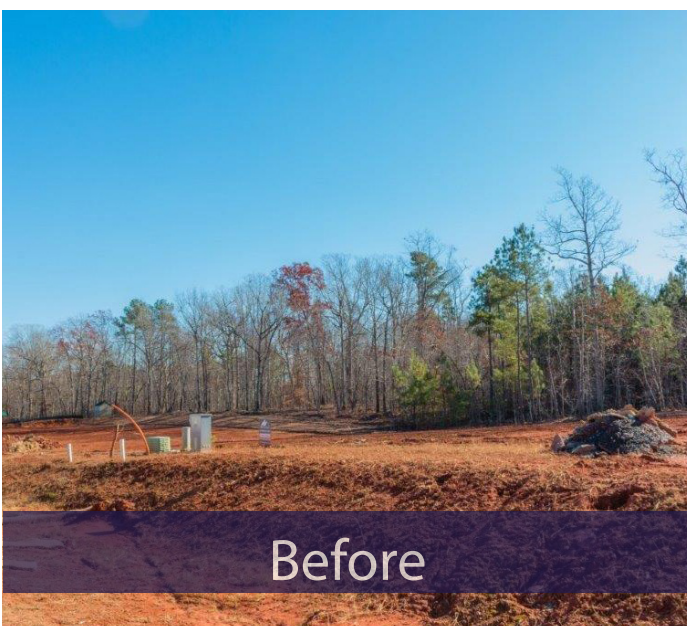


After

Main Street Square: 45 Townhomes in Holly Springs, NC

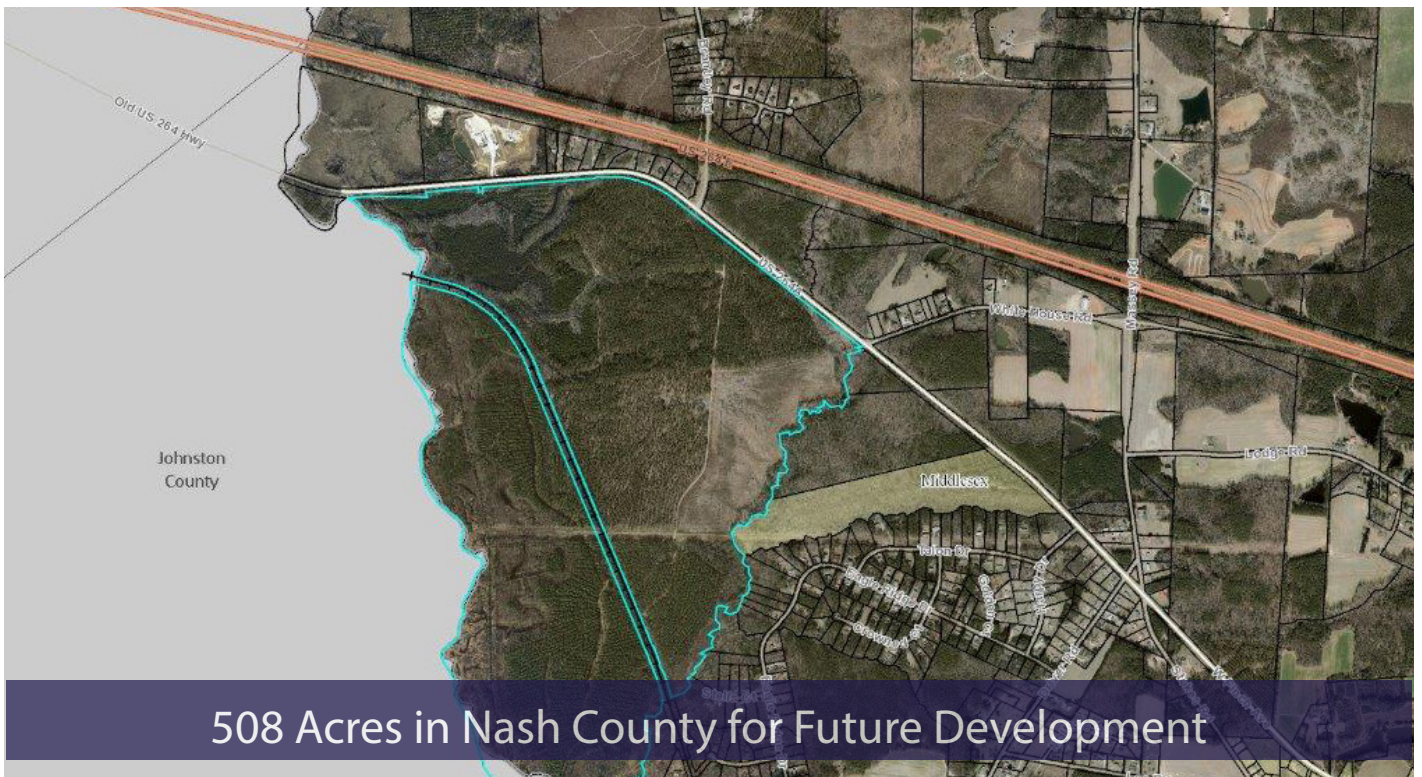
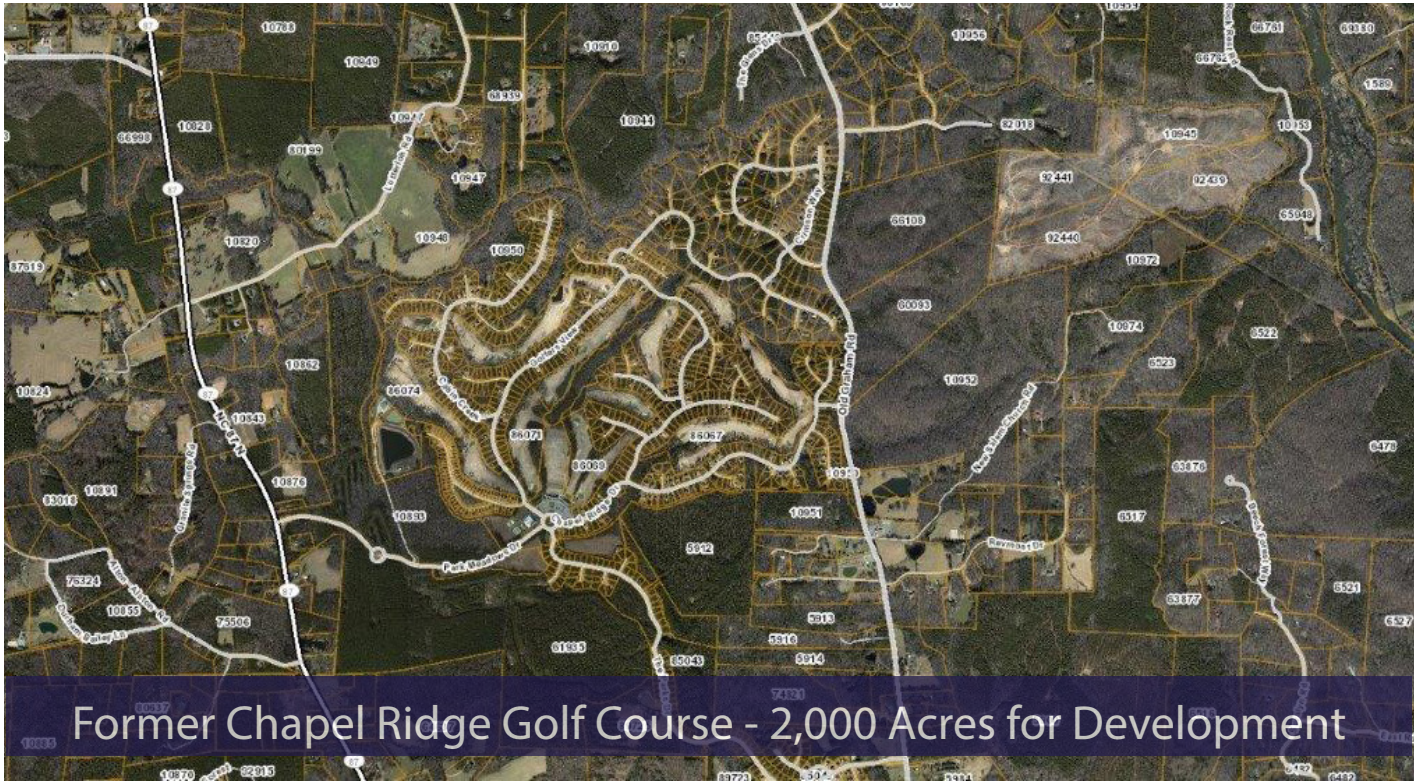


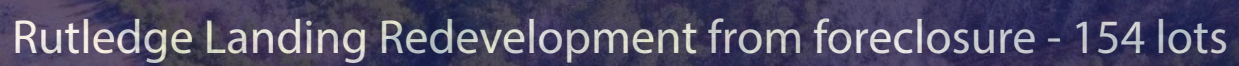
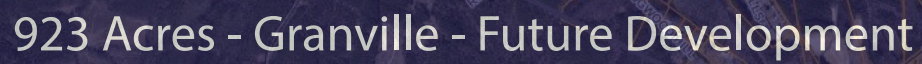
6 Raw Acres into 6 Lots for Residential Development in Raleigh, NC



Old Liberty Golf Club: 117 lots sold to national builder for development in Youngsville, NC

Case Studies & Before/Afters





“A land buyer wants to pay the least possible. You, the land seller, want to maximize your price. The way you do that is by putting your land in front of all potential buyers, not just the first buyer to come along. You need an experienced land advisor to help you navigate that process. After 38 years, I know all the buyers. All of them.”

Philip Matthews

Vice President

Land Brokerage

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Philip Matthews has over 30 years of experience in finding, buying and selling development land and finished building lots for clients all over the Triangle and Coastal areas. He believes in building strong relationships with each individual client or customer. Philip will use his local and regional knowledge and contacts, experience and services to help you sell or locate the perfect land for your needs. Contact him today!



Meet Philip Matthews, APG Companies' Vice President of Land Brokerage

Any new projects you'd like to share news and updates about?

It was recently made public that Storyliving by Disney is partnering with DMB Development based out of Arizona to develop a Disney-themed community in Chatham Park in Pittsboro, called Asteria. Spanning 1,500 acres including significant frontage along the Haw River, Asteria will feature as many as 4,000 residential units.

I introduced DMB Development to Preston Development, the developer of Chatham Park. DMB is a great outfit with a 30-year track record of developing extraordinary communities. I am pleased that they selected Chatham Park in Pittsboro, NC as the site of their first east coast project. Asteria will be among the biggest residential developments in the state of North Carolina. It's thrilling to have contributed even a small part to this exiting project. It's a big win for Chatham Park and the greater Triangle region.

Disney and DMB have started their process of selecting builders for Asteria. Home sales are planned to begin by 2027. I will update you on progress as details unfold over the next months.

What type of client do you work with?

I represent both land buyers and land sellers; large regional builders, national builders, local land owners and corporate land owners including Weyerhaeuser Real Estate, International Paper Realty Corporation and Preston Development.

What region do you work in?

From the Piedmont Region to Southeast North Carolina. I like to specialize in the outer areas of the Triangle – Harnett, Lee, Chatham and Alamance Counties.

Is there any aspect of my commercial property that will deter buyers?

You'll have difficulty selling your land if your price is unobtainable for the yield of the property, meaning the maximum number of units for that site's highest and best use. I can help you. I'll provide you with a free evaluation.

What would you say has been your trophy transaction?

A 2,200-acre parcel in Chatham County, the former Chapel Ridge Golf Course, that was then developed into a residential golf community. I represented the seller, International Paper Realty Corporation.

With a wealth of experience, including connecting national mixed-use developers with prestigious regional developments such as Chatham Park in Pittsboro, Philip is dedicated to transforming landscapes and communities. Follow him on LinkedIn for insights into his latest ventures and expert guidance in land investment and development.

Contact Us

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