Sarelle
HOMES
Reimagine
your block.
Redefine the
way you live.
Knockdown Rebuild with Sarelle.
Because forever deserves better.

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Thank you for considering us to bring your forever home to life. Being entrusted with something so deeply personal is never taken lightly. We approach every home with care, respect and a genuine sense of responsibility because we understand that this is not simply a build, but the beginning of a new chapter.

Our story began in 2016 as a natural progression from our sister company. As our clients' aspirations grew, so did our purpose. They asked us to design and build their dream homes, not just because of what we delivered, but because we truly understood what they valued. This journey led us into the residential space as New South Homes, where we continued to refine our craft.

Over time, our clients began asking for more; more design freedom, greater individuality, and a level of craftsmanship and guidance that felt truly bespoke. Those expectations shaped our next evolution, Sarelle Homes was born from that vision.

Sarelle reflects everything we have grown into: refined, timeless and deeply personal. It represents our commitment to creating luxury custom homes that are not only beautifully built but thoughtfully designed around the way you live, today, and for generations to come. Along the way, we have been honoured with industry recognition, but it is the trust of our clients and their appreciation for detail, craftsmanship, and a truly personal experience that defines us most.

Why Build with Us

Personalised Experience

You're never just a number. We collaborate with you closely to ensure your home reflects your unique lifestyle, vision, and goals.

Proven Expertise

In a world full of uncertainty, for added peace of mind, we provide regular financial stability updates, in addition to the industry's HBCF compliance assessments, which demonstrate our solid financial position, with over 100 years of combined experience and multiple industry awards.

We specialise in knock down rebuilds, we can create a home that reflects where you've been, and where you're going.

We bring trusted knowledge, stability, and craftsmanship to every project.

Concierge-Level Service

Enjoy a smooth, stress-free building experience with transparent communication, dedicated guidance, and genuine care. Our 100% on-time callback guarantee also reflects this commitment.

Custom Solutions, Always

From challenging sites to timeless styles, we tailor each home to suit your block, your brief, and your future. You will have a dedicated designer to guide you through the design and approval process. Then, industry leading and award-winning interior designer James Trebel will assist you through every stage of interior design selections, right down to the last lick of paint.

Family-Owned Values

As a family-owned business, we treat your home as if it were our own, with integrity, pride, and personal attention. This forms the foundation of our promise, which puts you at the core of what we do. For added peace of mind, we offer a 12 month price lock on the base home pricing.

Reimagining your block. Redefining the way you live.

At Sarelle Homes, we guide families through every step as trusted knock down rebuild specialists in Sydney, turning an outdated or restrictive home into something truly personal and beautifully considered.

A knockdown rebuild allows you to stay connected to the community you cherish while creating a home tailored to your needs, tastes, and long-term vision. Our team brings clarity, confidence, and craftsmanship to the process, so you can embrace a new beginning without leaving the place that already feels like home.

Why Knockdown Rebuild

Many homeowners love the community and familiarity of their location but their home itself no longer fits their lifestyle.

A knockdown rebuild allows you to retain everything you love about where you live, while creating a home that reflects truly how you want to live moving forward.

Building new provides clarity from the outset rather than navigating the uncertainty of renovating, where hidden conditions and structural limitations often arise.

Advantages

Clarity of Cost

A well-defined scope provides greater confidence and control over your investment.

Long-Term Value

Enhance both lifestyle and property value through thoughtful design.

Design Without Compromise

Create a home tailored entirely to your needs, without working around existing limitations.

Stay Where You Belong

Remain connected to the community you already know and love.

Modern Performance

Benefit from contemporary construction, energy efficiency, and improved comfort.

This is more than rebuilding — it's an opportunity to elevate the way you live.

Finding Your Path Forward

	KNOCK-DOWN REBUILD	BUYING AN EXISTING HOME	HOME RENOVATION
LIFESTYLE & LOCATION			
Stay in the suburb you love	✓	?	✓
Stay on your current street	✓	X	✓
Children can remain at the same school	✓	?	✓
Keep existing local services & conveniences	✓	?	✓
No need to meet new neighbours	✓	X	✓
Can move straight in - no build wait	X	✓	✓
Continue living at home dust-free during construction	✓	✓	X
Can upsize or downsize to suit your family	✓	✓	X
DESIGN & CUSTOMISATION			
Build entirely to your own specifications	✓	X	X
Interior design fully matched to your taste	✓	X	✓
Right number of beds & baths for your family	✓	?	✓
Adjust existing layout to suit your lifestyle	✓	X	?
Improved energy efficiency & insulation	✓	X	?
Built to the current Building Code of Australia	✓	X	?
FINANCIAL			
No Stamp Duty costs	✓	X	✓
No Real Estate Commission fees	✓	X	✓
Immediate increase in land value	✓	X	?
No auction or bidding stress	✓	X	✓
No weekends spent house-hunting	✓	X	✓
Structural & maintenance warranty covered	✓	X	X
CONSTRUCTION & COMPLIANCE			
No old electrical or plumbing problems	✓	X	X
No repairs or maintenance expenses on day one	✓	X	X
Paperwork, council fees & certifications managed for you	✓	X	X
No need to source & manage tradespeople yourself	✓	X	X
No asbestos removal, termite control, or skip bin costs	✓	X	X
Undisrupted, dust-free home life during build	✓	✓	X

✓ ADVANTAGE X DISADVANTAGE ? DEPENDS ON CIRCUMSTANCES

Key Stages of Your New Home Journey

1

Initial Enquiry and Home Planning Feasibility Session

The First Step is the Biggest, so after your initial enquiry and Discussion, we will arrange for one of our representatives to conduct an obligation-free desktop review of the building lot.

2

Concept Design Development and Tender Assessment

The next step is signing the Sales Estimate and Design & Tender Proposal, along with a $15,000 investment. We'll arrange reports while you refine your ideas. Then, together with our Design team, we will craft concept plans, elevations, and 3D renders before preparing a detailed tender for your approval.

3

Preliminary Works, Design Development, Interior design & Approvals

Once the Tender is signed, we execute the Preliminary Works Agreement, with the balance of 2.5% payment due. We'll manage everything, guiding you through interior selections with leading designer James Treble and the Selections Team, lodging approvals, and keeping you updated. After approval, we'll finalise all the details, then bring everything together into your building contract for your review.

4

Contract

This stage confirms our shared commitment to your dream home. The building contract outlines every detail for your review, and you can ask any questions before signing. Once signed, we arrange HBCF Home Building Compensation Fund insurance and the payment of the balance of the 10% deposit. We then finalise plans, secure necessary documentation to commence work, and progress to the exciting stage of construction.

5

Construction

Now it's time to start building. We'll begin with an on-site meeting with your Project Manager. From there, our team manages everything, keeping your build smooth and safe with regular updates and photos, and progress payments following the construction stages. You're also welcome to visit the site through pre-arranged meetings. We will provide support and guidance every step of the way during this exciting time.

6

Handover & Warranty

As construction nears completion, we'll invite you to a Pre-Handover Walk-through to inspect the workmanship before final touches are made. At handover, you'll receive a cleaned home, warranty documents, and your keys. A 180-day maintenance period follows, which our service team will be available to address any issues.

Why Sarelle Homes?

A knockdown rebuild becomes seamless when you have the right team beside you.

From the outset, we provide structured guidance and informed advice — ensuring every decision is considered and aligned with your goals.

In the early stages, we carefully assess:

- Planning controls and council requirements
- Site orientation, access, and constraints
- Existing services and infrastructure
- Opportunities to enhance light, space, and liveability

Our role is to simplify complexity, giving you clarity and confidence from day one.

JAMES TREBLE

SOL STUDIO

A Collaborative Selection Experience, Expertly Tailored to your Needs

With over three decades of experience across the building, real estate, and interior design industries, renowned designer James Treble brings a refined, detailed approach to every project. As part of the team, James will personally lead you through each step of the selection process, crafting a unique internal and external scheme that perfectly blends design, materials, and lifestyle.

Starting from the very beginning of your journey, he becomes integral to the foundational design process — helping you personalise your home with clarity, confidence, and genuine enjoyment. His broad, guided methodology and world-class industry insight ensure that every selection feels intentional and elevated.

A qualified interior designer and colour consultant, James collaborates closely with leading builders and developers, delivering sophisticated spaces that balance timeless elegance with practical liveability. As an ambassador for Planet Ark, he also champions sustainable design, enriching each project with an environmentally conscious perspective.

With James involved, your home benefits from his signature warmth, luxury, and sophistication — brought to life in every detail, inside and out.

Step into our State-of-the-Art Material Selection Studio

Introducing an industry-leading, interior designer-curated space where we help your vision come to life.

Here our full-service team collaborates with you to shape your home to be a true reflection of your lifestyle.

Whether you're looking to create spaces for entertaining, unwinding, or living a luxurious lifestyle, we're here to guide every detail - ensuring a seamless, inspiring, and profoundly personal design experience.

The Three Key Considerations

Before commencing your knockdown rebuild, there are three important factors to consider:

1

Planning & Council Requirements

Understanding zoning, setbacks, and any overlays such as bushfire or flood constraints is essential.

2

Living Arrangements

You will need to plan for alternative accommodation during demolition and construction.

3

Site Access & Infrastructure

Access, neighbouring properties, and construction logistics all influence how your project is delivered.

Addressing these early creates a smoother, more predictable experience.

Demolition

Demolition

Demolition marks the transition from your existing home to your new beginning.

We coordinate this process through trusted partners, ensuring it is managed safely, efficiently, and in full compliance with regulations.

What This Includes

- Demolition approvals and compliance
- Removal of hazardous materials such as asbestos
- Disconnection and capping of services where applicable
- Full site clearing and preparation
- Issuance of a demolition clearance certificate

What to Consider

- Notifying neighbours ahead of time
- Tree removal approvals (if required)

Once complete, your site is ready for construction to begin.

Things You Need to Know

A knockdown rebuild involves several technical and regulatory elements that are important to understand.

- Soil test for bearing will be conducted before we commence design
- Demolition must be completed prior to construction
- Tree removal may require council approval and is assessed separately
- Existing services may require removal, upgrading or replacing depending on their condition
- A post-demolition clearance certificate to confirm the site is clear will be required
- Timeframes vary depending on approvals, design, and site complexity

Clear understanding upfront helps avoid unnecessary surprises.

Commonly Asked Questions:

Do you have a design specifically for knock-down rebuilds?

Yes, all our homes include a complete Custom Design process, where you will sit one-on-one with our experienced Designers to help create your dream home. We understand that every client, Block, and Council has different needs, and no two are the same, so you must be flexible in crafting a house that aligns with compliance and clients' needs, Expectations, and budget.

Do you have knock-down rebuild expertise?

Yes, we do. Sarelle has a team with well over 100 years of combined experience and multiple industry awards. We bring trusted knowledge and craftsmanship to every project, from arranging the Plans, Approvals, Demolition, construction, pool, and landscaping, if you want.

Can you organise demolition?

Yes, we have preferred demolition contractors that we work with. We can ask for a quote for demolition and include that in your building contract.

Do you do duplexes in knock-down rebuild areas?

Yes, we can, and we are also equipped to manage all the subdivisions and service provisions required to complete the project from start to finish.

I have DA approval. Will you build with my plans?

Yes. We can build using owner-supplied plans. We will need to assess each plan to ensure it is detailed and provides adequate information for us to build your new home to a high standard, given the time and resources required to prepare a detailed tender. Sarelle Homes charges a fee for this service, which is credited against your overall build cost once you have signed your building contract.

What is the difference between CDC & DA approval?

A Complying Development Certificate (CDC) is an NSW state government Environmental Planning Policy (SEPP) that outlines the generic housing code requirements. If your proposed dwelling complies with the SEPP code, then you are eligible for approval through an accredited Private Building Certifier.

A Development Application (DA) is a formal application that needs to be lodged and approved by your local council.

CDC is typically more expedient and cost-effective than a DA. If your plan doesn't meet the requirements for a CDC, lodging a DA is the alternative. Although the DA process can take longer, the benefit of a DA is that planning policies can be more flexible on setbacks and floor-space ratio and are often assessed on merit rather than a strict guideline, as opposed to a CDC.

How much does demolition cost?

This cost varies for every home. Factors such as proximity to neighbouring houses, power poles, and trees will affect this cost. Ensure the cost of demolition is included in your budget.

Can I add a granny flat to my Knock Down Rebuild?

Absolutely! Sarelle Homes can build your granny flat alongside your new home. This will be subject to individual block size, setbacks and Council requirements.

At what stage should I begin my demolition?

Before you contact your demolition contractor, make sure you have finalised your plans and Building Agreement, and your new home has been approved by Council. Sarelle Homes will guide you on when to do this.

Why choose Sarelle Homes for my Knock Down Rebuild?

Sarelle Homes have been building dream homes for families in Sydney for years With 100 years of combined experience. We are well experienced in knock down rebuilds and constantly exceed our customers' expectations.

Does my tender price include tree removal?

No. If you have trees on your property which need to be removed, you may need to apply for a permit from your local Council. This will need to be completed before we can begin construction.

Can I modify and change my floorplans?

As a custom builder, no two homes we build are ever the same. Whether you're adapting one of our existing floor plans or starting with a blank canvas, we work collaboratively with you to design a home that is entirely your own from the layout that suits your lifestyle, to a façade that reflects your personal style and the character of your street.

What information do you need from me to start?

We'll need a copy of your Contract of Sale and Land Title and a current Section 10.7 certificate (no more than 3 months old). Designs & facades you prefer from our website will also be helpful to start.

What are the main benefits of choosing a Knock Down Rebuild over buying a new home or renovating?

Knock Down Rebuild offers several advantages:

Location: You get to stay in your preferred neighbourhood, close to school, work and community.

Customisation: You have complete control over the design and features within your new home.

Cost-effectiveness: It can be more affordable than buying a new home, especially when considering stamp duty savings.

Modern living: You get a brand-new home with the latest technology, energy efficiency and design trends.

Will my existing land be suitable for a Knock Down Rebuild?

In most cases, yes! One of the great advantages of a Knock Down Rebuild is that it allows you to make the most of your existing land, even if it's larger or has a unique shape that wouldn't suit a typical new build estate. Our team will conduct a thorough site assessment to ensure your land is suitable and to help you choose a design that complements its features beautifully.

Can I keep my existing pool or landscaping during the rebuild?

It is all dependant on access. We will discuss your preferences early on, as it may impact the home design, site preparation and build timeframes. Pools must be completely drained with a hard lid installed to help protect them during construction.

How much does demolition cost?

Costs vary depending on site conditions, access, and surrounding constraints. It's important to allow for this early in your budget.

When should demolition occur?

Once your plans are finalised, approvals are in place, and your building contract is signed.

Is a Knock Down Rebuild more affordable than renovating and extending my current home?

Knock Down Rebuilds can often be a more cost-effective option than extensive renovations and extensions. With renovations, you may encounter hidden costs and unexpected structural issues that can drive up the price. A Knock Down Rebuild gives you a fresh start, allowing for better budget control and often a faster completion time.

How can a Knock Down Rebuild future-proof my home?

When you build new, you can incorporate the latest design trends, energy-efficient technologies and modern liveability standards. This means your home will not only meet your current needs but also be well-equipped for the future, potentially increasing its value and appeal down the line. For example, with a Knock Down Rebuild, we can ensure your new home includes step-free access, wider doorways and hallways, ground-level toilets with increased space and step-free showers. These features enhance accessibility and adaptability, making your home comfortable and safe for years to come, regardless of any changes in your needs or abilities.

Can I build a duplex on my existing land if the zoning changes or I want to make the most of my block?

Potentially, yes! Duplexes can be a fantastic way to maximise the value of a larger block or take advantage of favourable zoning changes. If you're considering this option, our team can help you assess the feasibility of duplexing your land, taking into account local regulations, site conditions and your investment goals.

Can I customise my design?

As a custom builder, no two homes we build are ever the same. Whether you're adapting one of our existing floorplans or starting with a blank canvas, we work collaboratively with you to design a home that is entirely your own from the layout that suits your lifestyle, to a façade that reflects your personal style and the character of your street.

Can I bring my own plans?

Absolutely. We build to your or our plans as Every home has a tailored building outcome, we can guide you through this as we do with many customers

Do I need an interior designer?

We include one as part of our process, and you will be guided through a structured selection process to ensure a cohesive and refined result.

How long will the process take?

Timeframes vary depending on design, approvals, and site conditions; however, a structured process ensures efficiency and clarity.

Quality Without Compromise

Associations

Master Builders Association MEMBER

HIA MEMBER

Awards Awards

EXCELLENCE IN HOUSING AWARDS WINNER

HIA

LOCAL BUSINESS AWARDS
SERVICE/TRADE OF THE YEAR
BUSINESS OF THE YEAR

Accreditations

GLOBAL COMPLIANCE CERTIFICATION GCC ISO 9001 Certified

ISO 9001
Quality Management Standards

GLOBAL COMPLIANCE CERTIFICATION GCC ISO 45001 Certified

ISO 45001
Safety Management Systems

GLOBAL COMPLIANCE CERTIFICATION GCC ISO 14001 Certified

ISO 14001
Environmental Management Standards

We are delivering our services and products to the highest standards and are dedicated to consistently improving procedures and processes we use to create our new homes.

JAS-ANZ

Joint Accreditation System of Australia and New Zealand
Member of the government-appointed accreditation body

We are dedicated to delivering enduring value and exceptional finishes — homes that look beautiful and are built to last. Our commitments to this statement include:

- ✓ Allocated construction start date*
- ✓ Build timeframe guarantee*
- ✓ Independent quality assurance inspections* and ISO accredited systems*
- ✓ Extended six-month defects liability period*

*Terms and conditions apply;

NO WARRANTY
"Information" means all information we supply, or we convey to you, including but not limited to our website, brochures and any other materials regarding our products or services. The information we provide is for the purposes of marketing, communication, and general information only. We do not provide any express or implied representation or warranty as to the accuracy, reliability, or completeness of the information. All photographs, visual impressions and digital renders of the facades may include fixtures and finishes not standard to this design and are for illustrative purposes only. Any plans, specifications, dimensions, areas, colours, and materials are for indicative purposes only. They may vary subject to detailed design, development requirements, construction approvals, and the contract we enter into with you. Photographs and visual impressions must not be relied upon as accurate representations of the completed product. No information constitutes advice of any kind (including investment decisions), and you should consult with an appropriate professional for such advice. Customers must rely on their own independent assessment, inspection, and inquiry. The inclusion of details of a third party or information provided by third parties in the information does not imply any form of endorsement, recommendation, or verification by us.

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AMENDMENT
Information correct as at 4/12/2025. We may, from time to time, amend or withdraw or our information without notice or obligation. We may at any time prior to entering into an agreement with you increase prices or fees, amend our products or suppliers, or correct any incorrect or erroneous part of our information. You must contact us to receive the up-to-date information. All prices are inclusive of GST unless otherwise stated.

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Photographs, artist impressions, and other images displayed in conjunction are for illustrative purposes only. They may show fixtures, fittings, or finishes which are not supplied by Sarelle Homes or which are only available in some designs. This may include landscaping and outdoor items, floor coverings, furniture, kitchens, bathrooms, or lighting. New South Homes Pty Ltd ACN 607 592 478 ABN 65 607 592 478 Trading as Sarelle Homes. Builders Licence No: 319502C MBA Member No: 3510324 HIA Member No: 1390738 Mailing Address and Head Office Address: 90 Pacific Hwy, Waitara NSW 2077

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www.sarellehomes.com.au
02 9481 7441