

The background of the entire image is an aerial photograph of a residential development. It shows several rows of houses with grey roofs and light-colored siding, interspersed with green lawns and trees. The image is overlaid with large, semi-transparent orange and white geometric shapes, primarily triangles and polygons, which create a modern, architectural feel. The text 'LAND & NEW HOMES' is centered in the upper-left quadrant, overlaid on an orange triangle.

LAND & NEW HOMES



LANG TOWN
& COUNTRY



Welcome to our exclusive guide to give you – the developer or landowner involved in a new homes project - an overview of the services we offer at Lang Town & Country's Land and New Homes division.

We pride ourselves on being a straight talking, approachable company with a highly driven culture, offering a specialist service to those selling new homes.

This brochure showcases to the Land and New Homes marketplace our bespoke services for all those involved in this busy sector of the property market.

Whether you are building your first new home or a larger developer with experience in the sector but looking to take your offering to the next level, we are able to offer a bespoke service to sell your new properties. Or you may be looking to obtain planning permission to sell your land, another important area of the New Homes sector which we have great experience of achieving success in.

We are here to help, and I hope you enjoy the content!

James Clarke MNAEA
Director, Lang Town & Country



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WHY US?



Lang Town & Country are one of the only estate agents based in the South West that have a specialist Land and New Homes Department, meaning we are able to give both our developer clients and buying customers a fantastic and attentive service from start to finish.

We have over 50 years' of experience in our specialised Land and New Homes team. From our Director to our Sales Consultants we have recruited and developed a group of Land and New Homes professionals who really understand the intricacies of this part of the industry, continually helping our clients to get the best results.

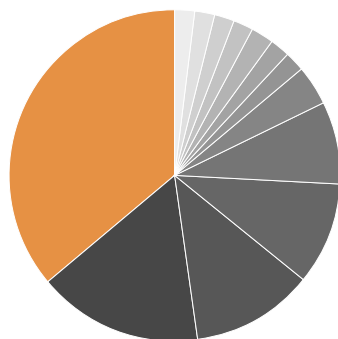
We have a proven track record of selling land and new homes, so our customers are in the safest hands when working with us. It doesn't matter whether they have completed sales on new homes as small as one-unit schemes right up to the development and sale of large-scale land projects and everything in between... Lang Town & Country is nimble, experienced and flexible enough to deal with all types of instruction.

We have a unique ability to assist developers and landowners from the very inception of a development to help them maximise the value. Our input can include advising on unit numbers and sizes, what properties best fit the local areas, specifications etc. You name it...there is not much we haven't experienced in the Land and New Homes market over the years!

We have also formed great working partnerships with leading financial organisations as well as legal experts, planning consultants, architects, construction personnel, graphic designers and media firms who share our understanding of the Land and New Homes sector. This means by working with us you can rely us offering a ‘one stop shop’ service for all your professional service needs.

We pride ourselves on being a cutting edge, forward thinking team which looks to use technology and tech partners to best serve our customers. This includes working with graphic designers as well as architects and planners and Prop-Tech firms such as DataLoft and LandInsight.

As part of the wider Lang Town & Country group - a market-leading network of five departments, over three offices including Land and New Homes, residential sales and lettings – we have the size and scale to provide our customers with a trusted, methodical and intelligent form of estate agency across all sectors.



NEW HOMES AREA SALES 2020 (PL1-PL7)
Based on 1st January 2020 - 12th August 2020

- | | |
|---------|---------------------|
| AGENT 1 | AGENT 8 |
| AGENT 2 | AGENT 9 |
| AGENT 3 | AGENT 10 |
| AGENT 4 | AGENT 11 |
| AGENT 5 | AGENT 12 |
| AGENT 6 | LANG TOWN & COUNTRY |
| AGENT 7 | |



TESTIMONIALS

“SOLD OUT! That's what you want and thats what Lang Town and Country helped to achieve. Cunningham Developments asked LTC to help them market their new homes in Tamerton Foliot and were very pleased to achieve good sales with great support from their back room team to get the exchanges and subsequent completions. On to the next site with Lang Town & Country on board again!”

CHRIS HALL
ON BEHALF OF
CUNNINGHAM DEVELOPMENTS

“James and his team at Lang Town & Country are currently marketing our 21-unit residential development in Crownhill, Plymouth. Their professional advice and ongoing support have been outstanding, generating 12 off-plan reservations within two weeks of launch. James is proactive, hugely knowledgeable about the local market, and seamlessly oversees communication between buyers, solicitors, and ourselves. It's a joy to work with him and I can't recommend him highly enough.”

CLAIRE NORWOOD
CLAIRE NORWOOD
PROPERTY



BRANDING & MARKETING



Marketing...it's our thing!

Our Marketing Department works extensively with the best brand and marketing companies – locally, regionally and nationally - to leave no stone unturned to create an effective, elegant and bespoke marketing package for your development.

Key areas for our focus include:

- › First class brochure design and production
- › Empathetic branding/logo design
- › Production of stunning computer generated imagery (CGI)
- › Compelling external site signage
- › Bespoke uploads to Rightmove and Zoopla (including Feature and Premium listings and Local Home Page listing)
- › Up-to-date social media postings, including Facebook, Twitter, Instagram, You Tube
- › Targeted listings on Gavl, the online auction site
- › Accurately assessed price lists
- › Detailed floor plans
- › Leaflets and Posters
- › Professionally-taken photographs
- › 'Wow factor' Matterport/3D Walkthroughs
- › Compelling drone images
- › Cutting edge animation
- › Your own dedicated web page on the Lang Town & Country's website
- › Database-driven HTML emailers, including artwork design
- › 'Pinch point' marketing and events (including - coming soon adverts, expressions of interest, show home launch, Help to Buy events, home mover events)




LANG TOWN & COUNTRY
LAND & NEW HOMES

**Livestream viewing
available via the
Gavl App**

Download the Gavl app or visit gavl.com   

Livestreamed viewings have to be watched at the allocated time as they are not recorded. This is the safest way to view our properties while physical viewings are restricted. Livestreamed in the Gavl app.





SITE APPRAISALS



Whether it's a development site you are preparing to purchase, a site you already own or a land development opportunity with or without planning permission that you are considering selling we are happy to offer our expert advice.

New Homes

Wherever your site is located we have a meticulous approach to pricing its Gross Development Value (GDV). Using our Prop Tech partners such as Rightmove, Zoopla, house, DataLoft and Land Insight - as well as our vast experience - we can confidently and accurately determine plot by plot prices for your site.

Further to pricing individual units and establishing the GDV we will then offer our expertise on what scheme would best work for every individual site. We would start by exploring the internal layouts, specifications and space, then work on what mix of property would best suit the site. For example, having more smaller houses on a site or less larger houses, parking, and garden space.

Land Disposal

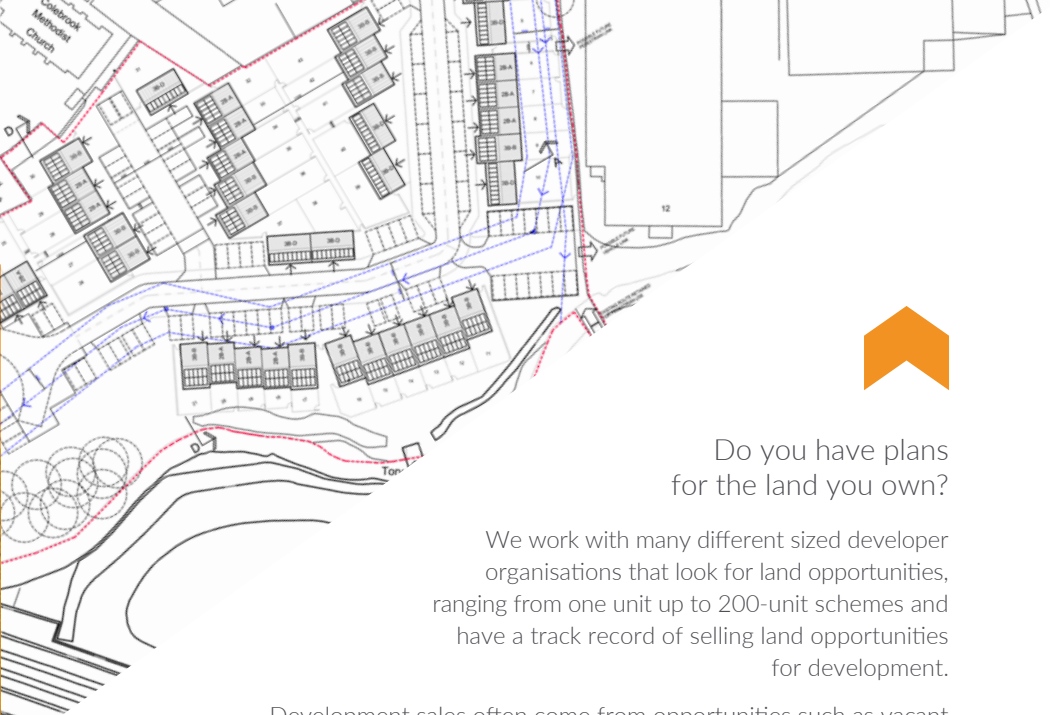
We work regularly with landowners whose questions to us can range from 'is my land worth anything without planning?' all the way to 'can you sell my land with this planning consent?'.

Whatever situation you are in as a landowner we have a solution that can unlock your land's potential. Often this includes selling to a developer; however, there are also private buyers looking to build their own self-build homes, housing associations, commercial buyers, care home providers and more. We can assess the best options for you and your unique situation and advise you accordingly for maximum potential.

The planning process is regularly changing, so as well as offering advice to landowners on land values and indicative Gross Development Values we can also assist with more detailed issues such as outline or detailed planning applications and appeals as well as Section 106 agreements.



LAND SALES



Do you have plans
for the land you own?

We work with many different sized developer organisations that look for land opportunities, ranging from one unit up to 200-unit schemes and have a track record of selling land opportunities for development.

Development sales often come from opportunities such as vacant dwellings and closed/empty business premises, a house with a large garden, a commercial building potentially able to convert to residential, garage blocks/car parks and scrap/building yards.

Our specialist team can help from the very beginning to offer advice on what planning permission you should seek to achieve whether that be Outline, Detailed Planning or getting Reserved Matters and whether to sell conditionally, unconditionally or with an option agreement.

Initially we would arrange a site visit and then use the latest Prop-Tech to conduct in-depth market research and data analysis before producing a marketing guide price alongside a sales and marketing strategy bespoke for you to gain the best price possible for the land. We would then help you engage with a planning consultant or architect to discuss the best development route for the site.

If your site already has a planning consent, we would work with you to market it and introduce a buyer, whether that be off-market with a developer/builder we know has a track record or using the full power of our unique marketing services.

SOLD SITES

Just some of our
previously sold Land
and New Homes
success stories...



Mount Pleasant

This fabulous select development is situated in the popular area of Hartley. All seven of the detached houses are four bedrooms, with three different house types. The houses were built by Devon-based developer Leander Developments.

Prices from £475,000-£535,000

Former Bus Station, Colebrook

We acted for a private developer in selling a disused bus station which had a consent for 43 new houses with two, three and four bedrooms. The site was sold to a regional housing association.

Price £1.1m



10 & 11 The Crescent

These beautiful city centre residences were a well-designed office conversion, creating ten two-bedroom apartments within walking distance of the city centre. All of the apartments came with a parking space.

Prices from £175,000-£240,000



The Millfields

A fabulous collection of Grade II* listed apartments, spanning five ward buildings in this former MoD hospital site in central Plymouth. We were brought in by the London-based developer to act as joint agents. The total scheme was 44 apartments, offering one, two and three-bedroom apartments.

Prices ranged from £135,000-£500,000

Fort Gardens

Located in the residential area of Crownhill, we marketed this excellent development of 14 four and five-bedroom detached houses, all with double garages. We acted for Livewest, a South West-based developer. This scheme was all open market.

Prices from £390,000-£470,000



Haven View, Saltash

This fantastic plot was sold by us to the developer. Due to our knowledge of the plot and location we were able to agree a sale off plan, for the beautiful four-bedroom detached home.

Price £475,000



TESTIMONIALS

“Lang Town and Country were joint agents on the sale of 58 apartments in the Millfields. Their professionalism and enthusiasm greatly contributed to the successful outcome of the project. They kept us fully in touch with any interest in the flats and bent over backwards to make sure that potential purchasers were encouraged to make an offer and then complete the purchase. I can't recommend them too highly.”

IVO HESMONDHALGH
ON BEHALF OF MATRIX

“Matt is highly professional, hard working, dependable and an excellent communicator. Matt has closed deals to provide win:win for all concerned, even in totally unprecedented circumstances. James is a master at his art as not only does he totally understand all aspects of property, he is so well connected and fully understands and respects what drives people on all sides to make and close deals. It has been an absolute pleasure and very reassuring to have him onside in unprecedented circumstances. We have seen him excel where others would have failed.”

JASON VOKES
ON BEHALF OF
CASTLEDON ESTATES



FAQs



Your FAQs

What is my Gross Development Value?

All we require is the layouts and Gross Internal Area and we will use the most up to date Prop-Tech and market research to ascertain your GDV. We are also able to give you indicative figures if the development is at the early stages.

How early can I launch my development before build completion?

It depends on the scheme. Mortgage offers last up to six months; however, Help to Buy applications must be renewed within a financial year and you should be mindful of how long people would be reasonably prepared to wait.

Can you sell my site even if it is located outside Plymouth?

Absolutely. Our expertise does not stop at the Tamar Bridge or A38. We can sell land across Devon and Cornwall and New Homes within commuter distance to Plymouth (around a one-hour drive).

Do the internal layouts and specification work for our target market?

We are used to selling property from shared ownership apartments all the way up to million-pound houses. We will use this experience to guide you on what layouts work best to attract the best buyers.

Is this the right scheme for the location?

This is such an important question. With our experience and access to helpful Prop-Tech we will advise on what scheme works best for your development.



Your FAQs

Does every Estate Agent in the local area have a specific Land and New Homes department?

No. Lang Town & Country are almost uniquely placed to help sell land and new homes locally. All staff within our department only sell land and new homes, making the team a real specialist in the field.

Do we need to employ site staff?

Different sites require different levels of staffing. We are able to organise and provide site staff that work from two days to a full seven-day coverage on site.

What difference do brochures, CGIs and floorplans make to pre-marketing interest levels?

Whether it's an internally prepared brochure or externally produced brochure with CGIs and floor plans, the initial marketing of a development is imperative to a successful launch of any size of development. We use pinch points to build levels of interest before an official launch event.

Do you know how I apply for the Help to Buy Scheme?

Yes, we can advise on the application process.

Do you know any solicitors and mortgage advisors that specialise in Land, Commercial and New Homes sales?

Solicitors and mortgage advisors with the correct levels of proficiency are invaluable and we work with great companies that are well versed in dealing with land and new homes

Do you know any architects and builders that can work with me on my development?

Yes, we pride ourselves on dealing with every aspect within land and development. From funding schemes, to planning, building, selling, staffing, marketing, land sourcing etc – we can cover off all your needs in this regard.





Our Experienced and Friendly Team...



James Clarke MNAEA
Director, Lang Town & Country



Matthew Minett
Land & New
Homes Manager



Doryenna Beavan
New Homes
Property Consultant



Tania Doidge
New Homes
Property Consultant



Natalie Preen
Administrator



Chloe Brown
Administrator



Richard Rabin
FNAEA, MARLA
New Homes
Letting Specialist


**LANG TOWN
& COUNTRY**

OUR TEAM

Here to Help You

OUR OFFICES



Waterside Network

In 2011 we were appointed affiliate agent of the Waterside Properties Network, enabling us to promote our clients to a wider audience and online with the number one ranking portal: **watersideproperties.com**

The office enjoys exclusive links with the UK's leading Waterside Properties agencies. This network is made up from specialist estate agents with proven track records and expert knowledge of the waterfront sector. Combined advertising of fabulous riverside, waterfront and marina homes to a national audience allows for wider exposure within this specialist field.

A truly unique and powerful marketing tool is that our membership in the network enables us to exhibit at prestigious International Boat Shows in both London and Southampton. We are the only local estate agent to host exhibitions at the international boat shows to reach high net worth buyers that have strong aspirations to live by the coast.

With member offices based in key locations including River Thames, Brighton, Bournemouth and Southampton and many more.



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(Land and New Homes HQ)
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40 Mannamead Road,
Plymouth, PL4 7AF



Plymstock Office
01752 456000
6 The Broadway,
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Lettings Department
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