

INSIGHTS

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Making the most of your land



Peppe De Fazio,
Land Director

I've worked with many landowners and helped broker numerous land deals over the years. Over that time, I realised that there was a way of handling these transactions in a more transparent, open and honest fashion – and it's why I started our agency's dedicated land and new homes department.

If you own land, or know someone who does, I hope you'll find that this, our latest newsletter, shines a light on a better way of doing business. At Homes, we genuinely believe that our consultants are making a big difference to landowners across the region.

And because we're members of the Land & New Homes Network, our reach is nationwide. We enjoy great relationships with non-competing agents, as well as leading architects, builders and planners, and if you instruct us to sell your land, you'll be dealing with experienced experts at every step of the way.

Enjoy the issue and if you have any questions, please don't hesitate to contact me or the team.



Expert advice at every stage

Whether you're curious about how a land sale works or have already made a start, we can really get things moving for you

There are typically five phases of land development and our experts can step in at any stage to help you secure a better deal.

1) Has my land got potential?

A common starting point. Let us talk you through your options and offer our insight on what's possible and realistic for you to achieve.

2) I've applied for planning consent

While this can feel like an uncertain time, our fresh approach and local connections can help you plot a path to profit sooner than you may have thought possible.



3) I've had planning refused

It's definitely worth seeking advice at this stage as, while it can seem like the end of your journey, it's often just the start. We can help you take things in a new direction by reassessing your plans and advising you accordingly.

4) I've had planning approved

Great news! Now's the perfect time to assess all the options open to you. At this stage, it's a good idea to get an up-to-date land valuation from one of our experts.

5) My site is under construction

We really ought to talk. Our team has extensive experience of managing site sales operations and you can count on us to represent you professionally and to uphold your best interests.

Whichever stage you're at, it pays to talk to an expert. Get in touch for a no obligation discussion.



IN DEMAND

Is your garden a property goldmine?



Words: Rob Price, Joint Managing Director

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We can provide you with a no obligation consultation that includes a valuation based on the land as it stands today - and what the development could be worth tomorrow.

An increasing number of new developments are being built on what were once back gardens. Is it an option for you? Our on-the-ground expert explains more...

Although harshly described by some as 'garden grabbing', selling a section of the land that your property sits on can be a smart move – and it can often free-up a life changing sum. If your plot's too small, you can get together with one or more neighbours and create what's known as a 'land assembly' and, typically, the bigger the site, the more appealing it will be to developers.

We've consulted and worked upon many deals like these over years and have the necessary experience and expertise in putting together both straightforward and complicated land package assemblies.

If it's something you're considering, we can provide you with a no obligation consultation that includes a valuation based on the land as it stands today - and what the development could be worth tomorrow.

In the meantime, here are some points to consider:

- You must own the freehold
- Conservation areas can present issues in some instances
- If the garden is large enough, listed building status may not prevent development
- Think about access – corner sites are particularly sought after. Perhaps the new house can share the existing drive
- Large trees are not necessarily a drawback as a scheme might be designed around them and they could add to its attraction
- It is the planners who will decide if your land can be developed, not your neighbours, although they will listen carefully to their objections
- Consult your neighbourhood's local plan as it will often offer valuable insight

For further information and a confidential appraisal of your land, contact us and we can advise you on whether it has further development potential.

IN THE KNOW

It pays to use an agency that specialises in land deals

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Thanks to our network of house builder and new homes contacts, we probably already know who would be interested in hearing about your land's potential.

If you're selling, it's important to note that there's a big difference between how a property transaction and a land sale are handled. And while any estate agent could potentially sell your site, only an agent with a dedicated land and new homes department will do your site justice. Here's why...

1) We'll maximise your land's value. We understand the various stages of the planning process and how each can have a huge impact on your returns. Entrust us with your sale and we'll be able to negotiate with potential developers in terms that they'll understand and respond to.

2) Thanks to our network of house builder and new homes contacts, it's very likely that we already know who would be interested in hearing about your land's potential.

3) Our dedicated land and new homes team only specialises



in land deals. It's our sole focus and we have more than 25 years' dedicated experience in our team.

4) We have a national database of experts including planners, architects, and of course, property developers and house builders.

5) Our team knows how to value land accurately thanks to exclusive access to the leading land insight technology and local sales data.

6) We know how to get planning applications approved.

7) We understand how to market land effectively and successfully.

8) Your site may well appeal to developers that are looking to sell and/or let the properties. We have partners in those other areas of our business who will be happy to help us put together a compelling sales package.

9) We've built our business on getting you the best possible deal for your land. And that's what drives us!

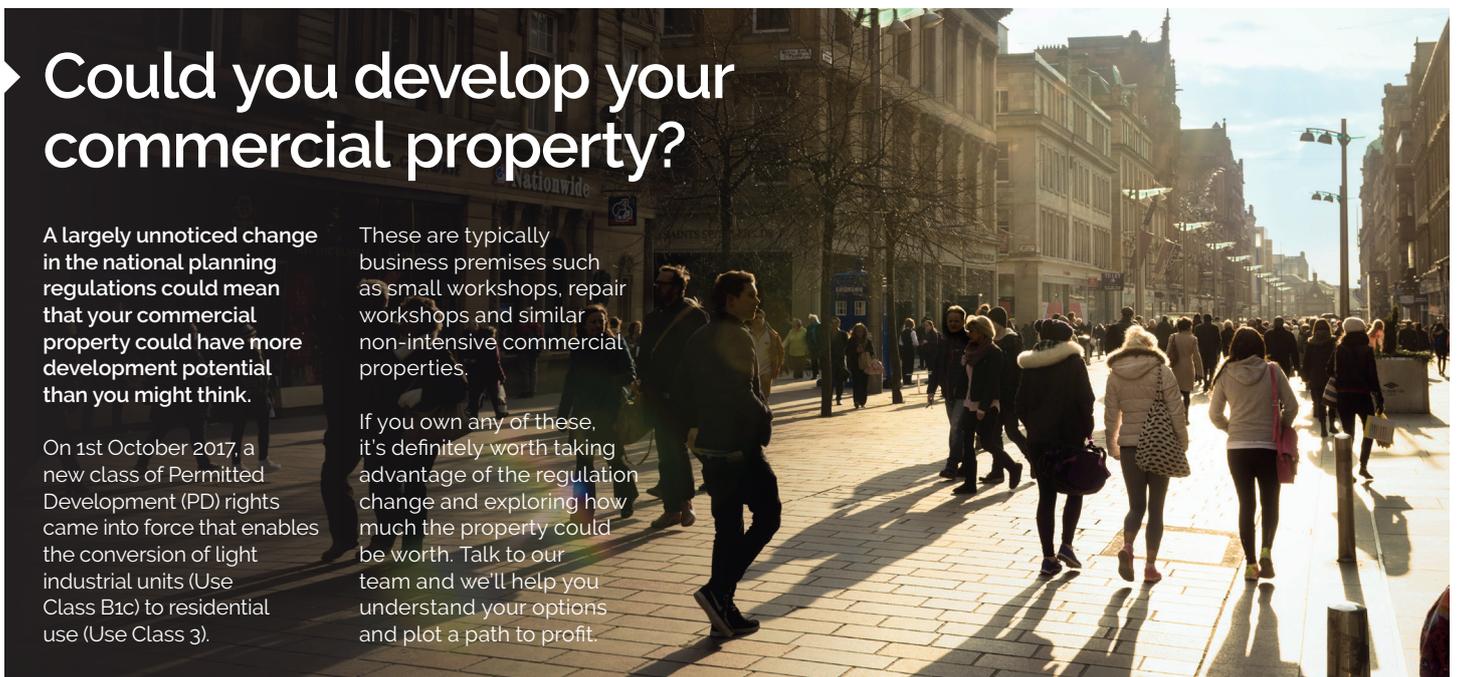
Could you develop your commercial property?

A largely unnoticed change in the national planning regulations could mean that your commercial property could have more development potential than you might think.

On 1st October 2017, a new class of Permitted Development (PD) rights came into force that enables the conversion of light industrial units (Use Class B1c) to residential use (Use Class 3).

These are typically business premises such as small workshops, repair workshops and similar non-intensive commercial properties.

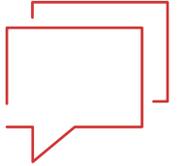
If you own any of these, it's definitely worth taking advantage of the regulation change and exploring how much the property could be worth. Talk to our team and we'll help you understand your options and plot a path to profit.



IN CONVERSATION

Q&A with Peppe De Fazio

Peppe De Fazio
Land Director



We asked Peppe to give us the lowdown on the local market and tell us more about his role.

What does your job involve, exactly?

At its simplest, it's about connecting people. We've built up relationships with property developers and house builders both locally and across the UK (thanks to our membership of the Land & New Homes Network) and my job is to connect them with the owners of land that meet their sales criteria.

My colleagues and I spend a lot of our time going through planning applications, looking for the sites with potential and talking to landowners who may or may not be in a place to put their sites on the market. It's our job to put forward the evidence that demonstrates that there's never been a better time!

So what's the land market like at the moment?

For us and our clients, it's been incredibly positive. I'll be honest, there have been a few scare stories in the press about certain pockets of the property market, but it doesn't bear any relation to what we're seeing on the ground.

The fact is that the population's growing and the government has been pushing a new build agenda for years now to meet the growing demand.

There's a huge appetite for property – particularly among first time buyers – and this is having a direct impact on land sales. If you own land, don't wait for an undefined time in the future when your site may or may not be more desirable. The time is now!



What advice would you give to a landowner considering selling?

I think it would be three-fold: look at all the options open to you; be realistic about your land's value; and don't give up if your first planning application is declined. Whichever stage of the process you're at, it's definitely worth getting in touch.

And how would you advise any landowners looking for opportunities further afield?

Again, let's talk. I mentioned the L&NHN earlier, and this network connects us with leading independent agents from all over that share our values and professional approach. At the same time, we know the trusted architects, planners and other professionals to talk to – in pretty much every part of the UK.

If you'd like to learn more, just get in touch

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