

Sharman Quinney Group

**Sharman
Quinney**

**Pattison
Lane**

KH Kevin
Henry

Hurfords

Land & New Homes



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Welcome to the Sharman Quinney Group Land & New Homes

Welcome to the Sharman Quinney Group Land & New Homes centre. We offer a complete service to meet and exceed the needs of housebuilders, landowners and developers. This brochure introduces some of the key people within the team, our services and the range of sales and marketing tools we offer.

The team work closely with a vast network of branches, with brands including Sharman Quinney, Pattison Lane, Hurfords and Kevin Henry.

As part of the parent company Connells Group, 18,000 new homes have been sold over the last two years.

We aim to provide the very best service to both our developer clients and customers looking to buy.

As local experts, we do not simply sell new homes, but offer a 'one-stop shop' for our clients; to optimise their site as well as give guidance on the sales and marketing process. This includes branding, brochures, individual property details, buyer demographics, CGIs and other marketing collateral.

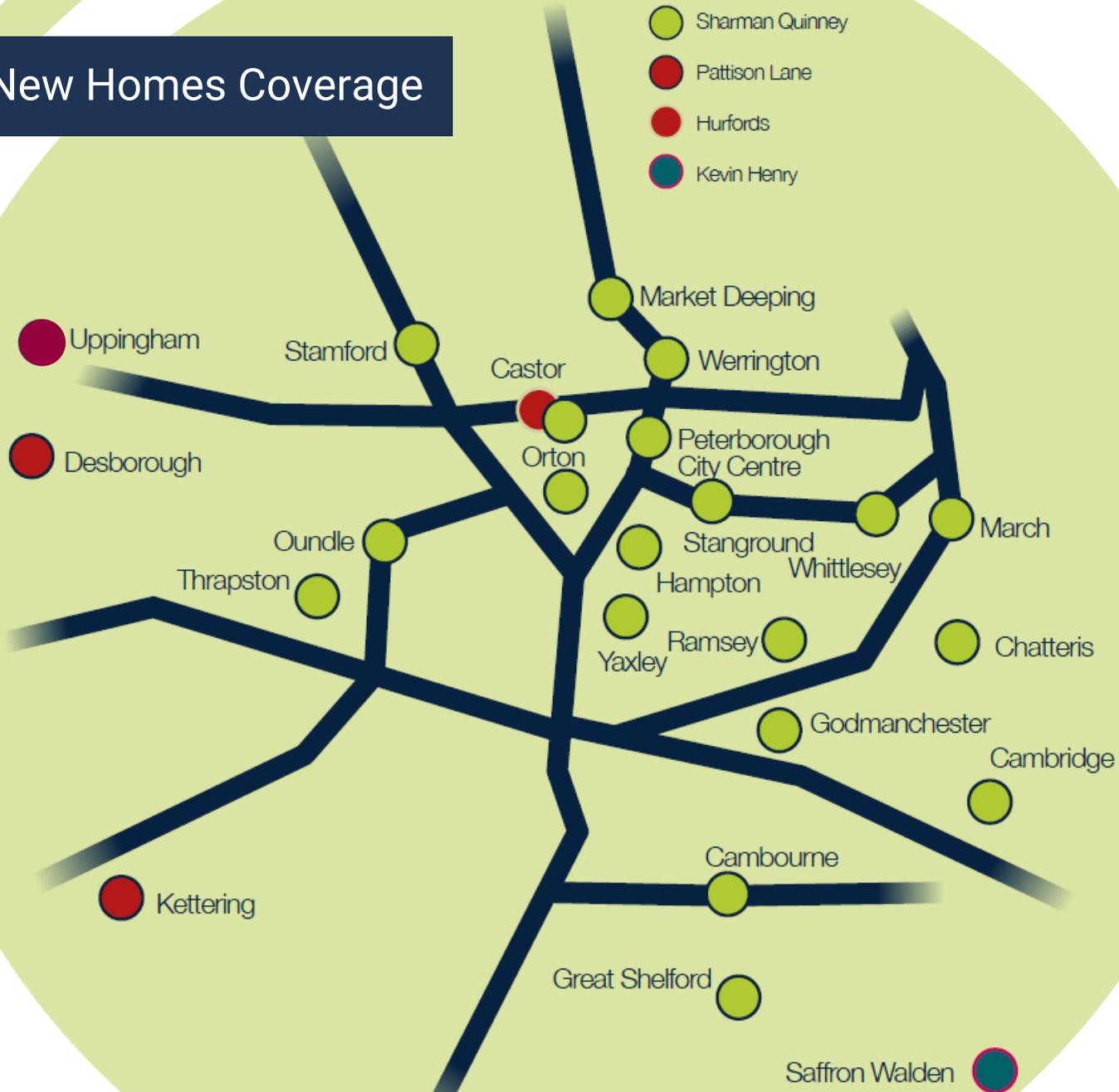
Our services also extend to providing staff, dedicated new homes conveyancing and mortgage services. We also help with assisted move options and part exchange.

We pride ourselves on our land offering which is fundamental to our success.

We offer advice on and sell land and development opportunities with planning permission, subject to achieving planning permission and unconditional land sales.

Our clients include many private landowners, local authorities, housing associations and charities, from single plots through to a thousand unit plus strategic schemes.

Land & New Homes Coverage



Our New Homes Team

For either pre or post-purchase of the land, we advise our clients on how to optimise their site with regards to layout, unit mix and specification; that suit the local demographics and target market, by utilising our local knowledge.

We also advise on and provide: branding, brochures, individual property details, staffing, production of CGI's, virtual tours and other marketing collateral. We offer a number of services to our clients such as part-exchange, investment advice, mortgage services, conveyancing, auctions, surveys including Red Book Valuations and attendance at Help to Buy and other specialist shows.



Phil Evans
Land & New Homes Partner



Mike Sharman
Managing Director



Phil Lane
Pattison Lane Director



Josh Hurford
Hurfords Director



Our New Homes Experience

Our Land and New Homes team have been going from strength to strength over the years. Phil's 30 years of Estate Agency experience has seen him act for several large national developers with high profile developments, plus countless SME's.

What sets us apart from the rest, is our understanding that no two developments are the same and each developer's needs are different. We work with this in mind.



Our Land Team

We are dedicated to focusing on the acquisition and disposal of land and development opportunities. Having been appointed Land & New Homes Partner in 2021, Phil Evans brings a wealth of knowledge and experience.

Phil advises on all types of land opportunities, such as sites with planning permission, subject to planning schemes, brownfield redevelopment and permitted development sites. All opportunities are maximised, including residential properties/gardens, redundant buildings, change of use schemes, industrial space and other commercial buildings.

We have a vast database of developer clients looking for opportunities of all nature and sizes.

We specialise in:

- > Residential properties/gardens
- > Assembly schemes with neighbouring properties
- > Part build schemes
- > Sites with and without planning permission
- > Change of use including permitted development
- > Strategic
- > Industrial use
- > Pubs/restuarants
- > Other commercial space
- > We work closely with a large number of housing association on a design and build basis



Phil Evans
Land & New Homes Partner



Part of a national network of estate agents



Land appraisal and valuation



Market intelligence from our network



Land appraisal, disposal and sale



Local housing reports and trends analysis

The First Choice for New Build Mortgage Advice

As well as arranging mortgages on second had homes, we specialise in New Build and Permitted Development lending too.

We are dedicated to this sector and work on many sites, including shared ownership developments; offering expertise and support. We can assist with any size development, ranging from large new-build estates, apartment schemes, or even one-off plots.

> Fully Credited New Build Specialist Mortgage Consultants (minimum 'senior level' standard)

Our highly trained and accredited Mortgage Consultants have considerable knowledge and experience of mortgage products that are particularly geared toward the new homes market.

> Flexible Working

Our Mortgage Consultants can accommodate the needs of both yourself and your clients, whether it is face-to-face, at home, on-site, or over the phone.

> Firm-lender Relationships

There is no need for your clients to trawl through the internet. Because of the firm relationships we have with our lenders, we can match the majority of potential new build purchasers with an appropriate mortgage product quickly (subject to status and lender criteria).

> Case Progression

Each mortgage lender will have their own unique process. That's why our Mortgage Consultants have the experience to help your clients and yourselves through the entire mortgage application; from lender selection to chasing solicitors for all parties.

> Timeframes

We understand the importance of exchange deadlines. Our Mortgage Consultants proactively engage all parties required to enable a quicker exchange. This includes chasing for mortgage offers, ensuring that Help to Buy Authority To Exchange (ATE's) are issued promptly, solicitor's instructions are completed and so forth.

> New Build Mortgage Deals Available

We have access to new build specific mortgage deals that aren't available directly from lenders or via many other brokers.

> Application Support - Government Schemes

We are on hand to support your clients and yourselves with the application process, with regards to any Government schemes available. This includes Help to Buy: Equity Loan- which allows your clients to buy a home with as little as 5% deposit. The benefit of this scheme is that it enables your clients to retain 100% ownership of your home, whilst receiving a 20% equity loan from the Government. For properties in a London borough, this equity loan is available at 40%.

> Mortgage Due Diligence

If you have acquired or are looking to acquire a site, our Mortgage Consultants can assist by researching all purchaser borrowing options and potential restrictions applicable to the development. This in turn will help you understand any pitfalls, to enable a successful sales launch strategy.



Simon Masters

Mortgage Services Sales Manager

Home Conveyancing for your Clients

We recognise the importance of controlling the Conveyancing transaction on new homes sales, and have partnered with leading new build legal specialists to offer your clients and yourselves the following benefits:

> Dedicated and Focused Support

Our lawyers are recognised leaders on new build and are focused on achieving exchange deadlines. They will provide regular updates to you, both on an ad-hoc basis and on a structured basis; which can be weekly or monthly by phone, email, or conference call with your sales staff.

> Solving Search Delays

Solicitors awaiting search results is an increasing barrier to an early exchange. We work with a specialist New Build search provider to offer a range of solutions to both parties.

> Standard Contract with any Legal Issues Resolved Prior to Sales Release

Our lawyers will agree the standard contract, and the legal title with your Solicitors prior to a plot phase release. Any issues can be resolved prior, so you have comfort that there will be no legal issues which could cause delays.

> Legal Fees Paid- Positive 'Added Value' Marketing Benefit

Legal fees are often perceived as expensive. As an option, you can offer a 'legal fees paid' incentive that gets built into the price of the unit; thereby providing the purchaser with an offer of higher perceived value.

> We Can Act for all Lenders

Many lenders are now restricting which Solicitors or Conveyancers can act for them, and for small firms, this may mean that the customer ends up having to deal with another law firm on behalf of the lender, as well as the firm itself. This causes additional costs and delays. Our lawyers are on the panel for virtually every lender.

> Conveyancing at your Convenience

Our lawyers are here to make the purchaser's life easier. The service is open six days a week, and late nights. There is no need for purchasers to visit our lawyers offices, they handle everything by phone, post or email.

> Control at No Cost with the Sharman Quinney Group

We will proactively work with our lawyers to deliver the result that both your purchasers and yourselves are looking for.



Our New Homes Marketing

We pride ourselves on offering a truly bespoke service for developers that can be designed to meet your exact needs.

Maximising Online Property Portals

Over 95% of buyers start their property search online. Having a presence on just one top property websites simply isn't enough. Therefore it is crucial that your site is promoted on the two biggest property websites - Rightmove and Zoopla (which includes PrimeLocation), which many agents can no longer offer.

Being on both sites will give your development 98% exposure to the online market, including mobile apps. Zoopla sees over 72% of its visitor traffic via the app.

With the continued growth of online marketing, we are finding that additional banners are proving very effective in generating additional enquiries. As part of our agency proposal we can arrange additional exposure for yourselves on Rightmove and Zoopla.

Online Feature and Premium Property Listings

As part of our full agency proposal we can cover the cost of promoting the development with a featured listing on Rightmove or Zoopla when first released to the market, and at any other key points throughout the site's life. This on average increases enquiries by over 34% and will place the development at the top of any search results for the area.

We are also able to offer a premium display on both Rightmove and Zoopla. This will display additional photos in the search results, where beneficial, so the development stands out from the competition.

All properties will include the mobile upgrades meaning they will also appear as premium listings on all mobile and tablet devices.

Dedicated PR and Social Media Department

As part of the Sharman Quinney Group we are fortunate to have a dedicated PR and Social Media department which will work with you on your development. Our department has fantastic relationships and access to not only regional and national press but also industry press to ensure that the development is correctly presented to the market.

Our PR department operates and maintains our Social Media profiles and will help us use Facebook, Instagram and LinkedIn to reach more people. These campaigns are targeted and are particularly important for us as we look to attract the demographic of buyer specific to your development.



In addition, we will also work with you to plan and promote a series of events to raise the profile of your development/s, and to engage with the local community. These will be part of our marketing programme and cover a wide variety of events, such as:

- > Specific buyer events- Help to Buy, First Time Buyers, Investors etc
- > Off-plan Events, New Releases, Show Home Launches etc

Newspaper Advertising

Whilst the overall effectiveness of newspaper advertising has fallen greatly over the last few years, it can still be an important tool in promoting any development. We are able to offer newspaper advertising as and when it is required.



Our New Homes Marketing

Professional Photography

If necessary we can arrange for professional photography to be taken of your development for use on our websites, social media platforms, etc to ensure that prospective purchasers see the properties in their more attractive light. This will include street scene photography to be taken at the appropriate time and then added to listings.

Email Marketing Campaigns via Dotdigital

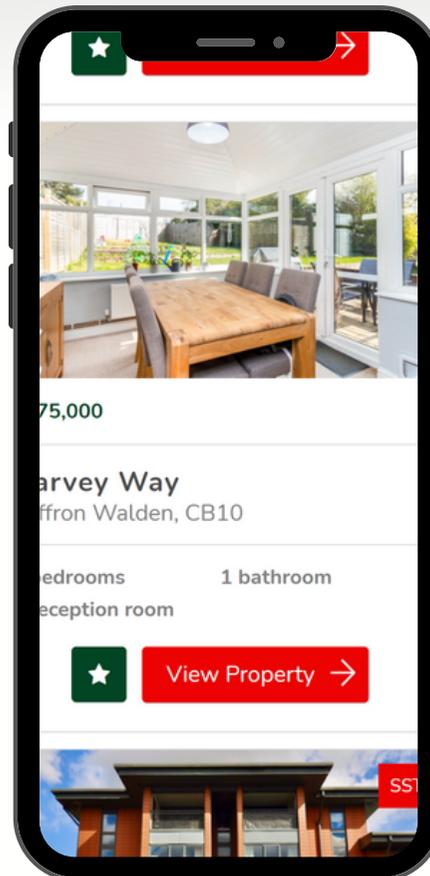
Our developments benefit from dedicated email campaigns to our registered databases, based on criteria and design which we will agree with you.

These can be hugely successful with a typical open rate of 22-30%. All replies are automatically sent to the branch email addresses so that we can track leads fully.

From Dotdigital we can monitor open rates, click-through rates, and more. We can also make use of the 'heatmap' which shows where emails have been opened/accessed in the country, and see what time emails were opened.

We are able to schedule exact times emails are sent out and we can also re-send emails to non-openers a few days later.

We can send out multiple email campaigns for the same development, but to avoid email fatigue for customers, we would recommend always using a different message, such as 'coming soon', 'event launches' and 'last few remaining' emails.



Window Displays

We can dedicate an area of our local branches' window displays to capture the interest of the passing foot traffic.

Targeted Local Area Leaflet Campaigns

Working in partnership with you, we can arrange leaflet drops of the local area and key locations surrounding the development.

Development Signage

We can arrange the design, production, and installation of signage at the development and advise on the best way to make the most of the space available.

Brochures

We can arrange the design and production of development brochures. We have a wide range of options available to suit all budgets.

360 Videos and Online Viewings

We offer 360 videos, online viewings and virtual tours for those that would rather not visit us in branch or at site.

Staffing

We can provide a professional and experienced New Homes sales team to staff the development.

Indicative Launch Marketing Strategy

Pre-launch Demand

We plan a minimum three week run up to the launch which would allow us to promote a selection of plots gradually online, using 'coming soon' listings. This will ultimately build interest in the development without over exposing the plots.

The Pre-launch Plan can include:

- > A dedicated space within the main selling office to display marketing collateral for the development.
- > Listings uploaded to all our online portals, giving a brief outline of the site, using trending words and 'coming soon' to generate interest.
- > All online listings can receive the Feature and Premium marketing.
- > Advert in the local newspaper to be considered.
- > Branch window display created internally and externally for our base branch and supporting offices.

> HTML mailer sent to all buyers registered with our base branch and surrounding branches.

> A targeted Adfenix social media campaign across Facebook and Instagram.

> New to market phone out session, focussing on hot buyers/local applicants to all registered applicants and parties that have already registered their interest.

> A VIP launch could be held on a Thursday or Friday evening, strictly by appointment only at the show home to enable us to take pre-qualified reservations prior to the launch.

Launch events are organised so that every visitor can be recorded and dealt with in the appropriate manner. Our team is fully trained and prepared on how to conduct safe viewings.

Launch Week

> Online presence to be amended to 'Launching this Weekend' with full details added to all launch plots with the continuation of the advanced marketing.

> Final call out to confirm appointments and pre-qualification where applicable.

> HTML mailer sent to all buyers registered with our base and surrounding branches.

> Social media posts.

> Official launch.

> Advert in the local newspaper.

Post Launch

> Launch follow up session.

> Update online listings to 'Now Released' and feature good news stories.

> Development review with you to agree the marketing plan for the next four weeks.

Reporting

Indicative Strategy

The selling branch would report directly to the New Homes Manager, with all queries concerning the development in general.

We will ensure that all of the weekly figures and updates are reported and emailed directly to you on an agreed day each week.

Every visitor to the development will be followed up within 24 hours and all applicant details will be retained to enquire on a regular basis as to whether their position has changed.

All our applicant details are continually updated so we know who is in a position to buy. Each morning the branch team discusses the status of sales and our immediate objectives. Sales progression will be closely monitored with regular updates being provided to you for your comments.

The development will be a regular fixture on the morning meeting agenda in all the supporting branches.

We will ensure that all information retained in the local offices is 100% accurate. There will be close liaison between you, the local office and the New Homes Manager.

We believe that regular communication between all parties is absolutely crucial, so we provide a plan that has a clear aim of driving visitor traffic and subsequently increasing sales; providing all parties involved with a clear understanding of what we need from each other going forward.

We propose:

> A weekly meeting between the Branch Manager of the main selling office and the New Homes Manager, with a simple one-to-one document that has a review of the previous week and agreed actions for the following week.

> A meeting to be held monthly, or as and when required, with the New Homes Manager and yourselves to review the weekly actions and agree on future marketing plans.



WE'RE PART OF SOMETHING BIG!



- >> **9,000** new homes sold per year
- >> Help to Buy accounted for 39% of all new home mortgage applications in 2019
- >> **38** Land Managers and Directors across the branch network nationwide
- >> **60+** New Home Managers Directors across the country
- >> Currently instructed on more than **400 new home sites** nationwide
- >> Supported by nearly **600 estate agency branches** nationwide
- >> Sell more new homes than any other estate agent
- >> National network of dedicated land and new homes centres
- >> **63,000 property sales a year**, across the network
- >> Sponsor of What House? **Awards**
- >> New build properties account for **12%** of all mortgage purchase applications
- >> Over **14,000 new homes** currently instructed

Contact us

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A BROKER FEE MAY BE PAYABLE UPON MORTGAGE APPLICATION AS WELL AS AN ADMINISTRATION FEE. THE TOTAL FEE PAYABLE WILL DEPEND ON YOUR CIRCUMSTANCES. YOUR MORTGAGE CONSULTANT WILL EXPLAIN ANY FEES APPLICABLE IN YOUR INITIAL APPOINTMENT.

YOUR HOME OR PROPERTY MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE.

Sharman Quinney Holdings Limited, Pattison Lane Estate Agents Limited, Hurfords and Kevin Henry are registered in England and Wales under company numbers 4174227, 4730529, 4174227 and 5758694 respectively. For activities relating to regulated mortgages and non-investment insurance contracts, Hurfords and Kevin Henry are trading names of Sharman Quinney Holdings Limited. Sharman Quinney Holdings Limited and Pattison Lane Estate Agents Limited are appointed representatives of Connells Limited which is authorised and regulated by the Financial Conduct Authority. Connells Limited's Financial Services Register number is 302221.