

LAND DEVELOPMENT



A guide to identifying and profiting from
land development opportunities



Reeds Rains

LAND & NEW HOMES

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Don't miss out!

Land development is an important and profitable arm of Reeds Rains. As an employee we would like you to become part of our dynamic team.

Every day Reeds Rains staff will see potential land development sites. This may be whilst out visiting properties with clients, through reading the local press or when you travel about in your local community.

We want to help you recognise the potential of what you see and then convert that potential into profitable business that will benefit both yourself and your branch office. The land development team's function is to help you do just that.

This step by step guide explains:

- ✓ What you need to look out for.
- ✓ How to report what you see.
- ✓ The possible financial rewards that you and your branch can expect.



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A spotter's guide to potential land development sites.

Potential building plots

These are plots of land that could accommodate new buildings.

Look out for:

- ✓ Houses with long gardens
- ✓ Houses with large corner plots
- ✓ Houses with large garden frontages
- ✓ Old school fields
- ✓ Disused areas of land

Multiple small adjoining plots

These are small areas of land which, if grouped together, could provide space for potential building plots.

- ✓ Look out for:
- ✓ Long back gardens in a road

Dilapidated buildings

Old buildings which are unkempt or out of place in the area they are located can be made desirable through redevelopment.

Look out for:

- ✓ Old business premises
- ✓ Old churches
- ✓ Old school buildings
- ✓ Old houses
- ✓ Old farms or barns

Green field sites

Any green field site, such as on the outskirts of a town or village could be used for development.

Look out for:

- ✓ Green land on the edge of towns and villages
- ✓ Land that you are told might become available



Buildings with conversion potential

This includes any buildings (usually old) which can be developed or converted into units for shops, offices or houses.

Look out for:

- ✓ Factories or mills
- ✓ Large churches
- ✓ Shops
- ✓ Commercial buildings
- ✓ Large town properties

Vacant or dormant sites

Areas of land which may already be owned by Developers but as yet are not being developed could use our Developer data base and sales services.

Look out for:

- ✓ Vacant sites
- ✓ Local knowledge about acquired plots
- ✓ Recent land sales and acquisitions

New development activity

Vacant sites of land where new building activity has started could benefit from our sales services.

Look out for:

- ✓ Land clearance work
- ✓ Demolition work
- ✓ Developer or architects boards
- ✓ Information in the local press

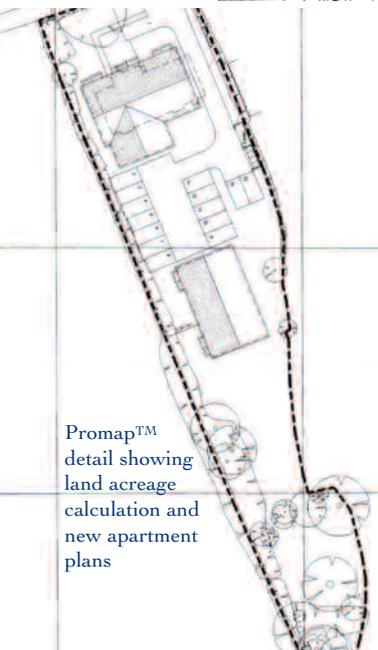
Poor site sales

New houses and developments which are proving difficult to sell may benefit from our sales services. They may be advertised as “Developer direct” sales or be on the market with one of our competitors.

Look out for:

- ✓ Lots of empty new buildings
- ✓ Hidden areas of new housing with empty units
- ✓ Houses where the sales are slow





Promap™ detail showing land acreage calculation and new apartment plans



Reeds Rains land and new development service

Now you know what the land development team want you to look out for, you may be asking yourself – why?

Reeds rains can offer services in the following areas, all of which will help grow your local branch business even more:

- ✓ Land acquisitions
- ✓ Land sales
- ✓ New house sales
- ✓ Part exchange sales
- ✓ Financial services including mortgages and insurance
- ✓ Second hand house re-instructions

The financial benefits for you and your office

The following example shows the rewards your office could expect by looking at the development opportunity for a site rather than a standard house sale.

House sale

A bungalow on a 0.5 acre plot has an estimated value of £250,000
Reeds Rains selling fee at 1.5% would be £3,750

Development site

Same bungalow with planning consent for 10 apartments £500,000
The apartment values are estimated at £250,000 each

Reeds Rains land introduction fee of 2% £10,000
Reeds Rains selling fee for the finished apartments at 1.5% £37,500

Total potential fee £47,500

That's the equivalent of selling more than 12 new instructions!

How much is a plot of land worth?

In order that you can estimate the potential value of a plot of land, the following is a list of the quantity of units of different styles that can fit on to a one acre plot. The value and exact quantity of units is subject to the design of property, planning consent, the plot shape and access to the plot.

Style	Quantity
Apartments	20 to 30
Mews/terrace houses	20 to 22
Semi detached houses	10 to 16
Detached houses	8 to 10



Reeds Rains value to Developers and Land Owners

Developers and Land Owners are not in the business of selling property – Reeds Rains is.

Reeds Rains can offer them:

- ✓ Exposure for sales through 130 high street branches across the UK
- ✓ Networked property databases for instant updates
- ✓ Expert advice from specialist Land Development staff
- ✓ A website based property search attracting 70,000 buyers per month

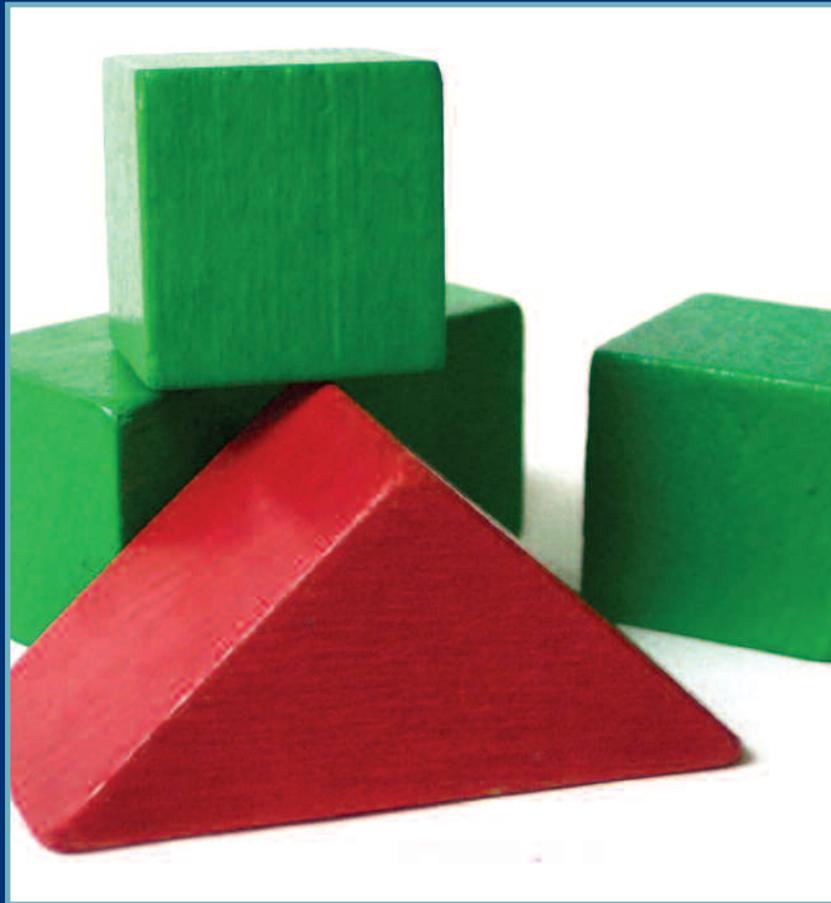
For Developers Reeds Rains can also:

- ✓ Offer advice on market pricing
- ✓ Produce sales brochures
- ✓ Agree local and national advertising
- ✓ Produce advertising bill boards
- ✓ Manage each sale through to completion
- ✓ Provide potential investor details

For Land Owners Reeds Rains will:

- ✓ Conduct site assessments
- ✓ Provide Developer databases
- ✓ Provide market exposure
- ✓ Provide a confidential and discrete service





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