

GRINGERS

LAND & NEW HOME AGENTS

A focused approach to Land sales



A N I N T R O D U C T I O N

Grangers Land & New Homes, formerly known as Andrew Granger & Co. Land & New Homes, take a focused approach to selling land. The majority of our clients sell land to release equity in their property to secure long term financial security, perhaps to top-up pensions or to help the next generation onto the property ladder. We work with the best supporting professionals in the area, including town planners, architects, solicitors, civil engineers and quantity surveyors, to name but a few. The process is complex and often takes several years, with no absolute guarantee of success.

- We will set out clearly the opportunities and challenges relating to your land and provide you with realistic expectations.
- Unlike many estate agents, we only advise clients on planning and development. Our focused approach to land sales gives us a greater insight into the development industry, the challenges we are likely to face, and the experience to find solutions along the way.

We value the trust our clients place in us; in return, we simply strive to exceed their expectations.

N E W H O M E S

Understanding the value of new homes is an integral part of the service we provide. The price you receive for your land will be determined, in part by the quality of the housing scheme. We will work with the appointed planning team and architects to agree the housing mix which reflects local planning policy, whilst delivering the best commercial return.

We provide developers with practical management support, including advice on housing mix, sale prices, market analysis, research of local supporting agents, recruitment, training and overall support and liaison between the on- and off-site sales teams.



THE PROCESS

1

Planning appraisal of your land

2

Detailed financial appraisal of your land
with the information available

3

Market your land through competitive tender,
either with planning permission or subject to
planning permission being granted

4

Negotiate and draft the terms of sale
to protect your interests

5

Manage the conveyancing process to ensure a timely
exchange of contracts, whilst keeping you advised on any
legal amendments which may have commercial implications

6

Monitor the planning application to ensure the
developer complies with his legal obligations

7

Value your land with the benefit of planning
permission and negotiate the net sale price

8

Provide ongoing support in the sale of
new homes where appropriate

Planning



Review Local & Neighbourhood Plans



Identify planning policy compliant land suitable for development



Make representations on your behalf to the local authority and engage with the Parish Council or Neighbourhood Planning Group



Keep you advised on planning policy changes and process



Maximise the planning potential

Land Promotion & Option Agreements



Identify the most suitable partner to promote your land



Advise on different methods of conditional and unconditional sales which best suit your needs



Identify potential problems and agree realistic solutions between the parties early on



Negotiate the best reasonable terms



Manage the legal and planning process, keeping you advised throughout



Looking at the planning case for residential development on behalf of a client in Blaby, with Mitch Dale, Project Manager and Rob Woolston, Architectural Director at rg+p in Leicester



Working through the detail of an option agreement, with Nick James, Senior Partner, and Stuart Burns, Partner, at Howes Percival Solicitors

NEW HOMES

Achieve the best reasonable price



Ensure good design. Our experienced new homes sales team will provide guidance on the best housing mix to maximise land value



Provide detailed development appraisals to assess the value of any potential planning application



Undergo a forensic interrogation of all offers, working with Civil Engineers and Quantity Surveyors to identify development savings

Sales



Selling your land for development can be financially risk free with no costs to pay until the land is sold



Our specialist approach to land sales provides us with a detailed insight into the development industry and helps us to identify the strongest and most reliable bidders



Our focused approach to land and new home sales provides us with the experience to see through the chaff and cut to the chase!



Monica Jones setting out the build and sales programme for a new development with supporting agents Andrew Granger & Co.



Mick Watts, former owner of the Nottingham Road Kennel and Cattery in Barrow-upon-Soar, congratulating Michael Granger on a job well done in the sale of his land to David Wilson Homes, for 71 new houses

KEY CONTACTS



Michael Granger

Director
Grangers

Michael began his career in architecture working on planning applications for residential developments, before transferring to estate agency in 1998. Having run offices throughout Leicestershire and Lincolnshire, in 2003 he transferred from running a network of branches to focus on growing the development consultancy business for Connells. In 2008, Michael set up Andrew Granger & Co. Land & New Homes Ltd, specialising in the negotiation of option and promotion agreements for residential developments throughout the East Midlands.



Nick James

Partner
Howes Percival Solicitors

Howes Percival 'breathe new life into law' because we are no ordinary regional law firm. Our dedicated development and planning teams are energetic and agile, allowing us to deliver both innovative and commercially focused solutions for clients. As a client, whether landowner, promoter or developer, you will be at the centre of our thinking. We will proactively guide you through your issues and adapt as necessary, as matters progress. We have undertaken many projects with Andrew Granger & Co. Land & New Homes Ltd and are delighted to continue to be associated with them and the professional expertise they bring to a matter.



Rob Woolston

Architectural Director
rg+p

rg+p began in 1978 and is now is one of the East Midlands largest architectural practices, providing the full range of professional services, including architecture, planning, master planning, landscape architecture, quantity surveying and project management. Our planning team continually monitor evolving national and local planning policy to assess where the direction of housing growth is likely to be in the future. We can provide a holistic approach to both small and large complex projects. Our clients include national house builders, local authorities and government, where we assist with the delivery of residential, commercial and public sector schemes.



Helen Broadhurst

Chartered Town Planner
Vale Planning

Helen has worked extensively in the private sector, having originally worked for a planning consultancy from 2002, following her graduation from the University of Sheffield. Subsequently, Helen worked for a major UK housebuilder from 2006 until 2014, delivering a range of planning solutions to provide much-needed residential development. In 2014, Helen established Vale Planning Consultants to provide a wide range of planning advice and assistance to developers, local businesses, communities and individuals across the East Midlands.



Monica Jones

New Homes Sales Consultant
Grangers

Monica has been selling new homes for major house builders in the East Midlands since 1989. Her extensive on-site sales experience is invaluable when it comes to advising landowners and developers on the best housing mix and resale price. Monica has many years' experience liaising with high street estate agents, following her successful launch and management of the David Wilson Homes part exchange scheme. In addition to providing detailed marketing reports, Monica is also able to help recruit, train and manage new home site representatives and help our appointed local estate agents sell more new homes.



TESTIMONIAL

"The process of agreeing an option to sell is complex and time consuming and we had to overcome a number of challenges along the way. However, from the time we appointed Michael in 2011 until legal completion in 2016, we were impressed by his patience and determination to protect our best interests, providing reliable advice and an efficient service throughout. Selling land is very different to selling a house, and I would strongly advise any landowner to take specialist advice. I would have no hesitation in recommending Michael Granger and his team."

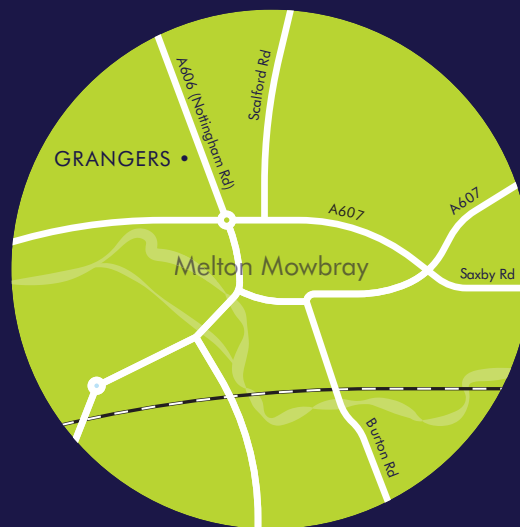
Mick Watts, Landowner, Barrow-upon-Soar

Tel:

01664 897 896

Please call us to arrange a free meeting to discuss your project, with no obligation.

email: enquiries@grangersltd.co.uk



Grangers

Pera Business Park, Nottingham Road, Melton Mowbray, Leicestershire LE13 0PB

www.grangersltd.co.uk



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