

Residential development **funder rescue plan**



Countrywide plc

land & new homes
Countrywide
The UK's largest specialist land and new homes agency

Concept:

To provide both corporate and private funders of speculative residential developments a specialist advisory, sales and letting service for underperforming projects throughout the UK



Services available:

The supply of detailed development appraisals advising on asking prices to effect immediate sale, localised price ceilings for product type, local demand for product type and general influencing market conditions. Formal valuations through CWS.

Guidance on mix and proposals for layout or specification alterations, advice on maximisation of yield and how to reduce the affect of potential 'overbuild'.

Advice and comment on marketing activities to date including current agent performance.

Detailed competitor analysis tracking local competing sites, monitoring asking price fluctuation, incentives being offered and financial packaging - allowing us to quantify effective net values achieved.

Buyer and market profiling using EA database and website MI.

The recruitment, supply and training of on-site sales teams, where required.

The creation of comprehensive marketing campaigns and strategies to include advertising - both static and press - PR, electronic marketing, web based activities and 'coffee table' regional marketing.

Advice on total site re-launches using EA databases and specialist management team backup.

Weekly reporting and monthly meetings to analyse success to date and agree strategy going forward.

A full design, furniture supply and dressing service for show and view units.

Our USP:

We provide one principal point of contact.

A multi brand marketing proposition for a sole agency fee.

The support and guidance of a specialist new homes management team based in 28 area offices, driving sales through the UK's largest estate agency chain of approximately 1000 offices.

Group EA companies;

Group estate agency brands:



Our pedigree:

The UK's largest specialist land and new homes agency.

One of the UK's most trusted and respected property experts with a proven track record for business acumen.

A broad range of expertise in all aspects of property development.

Sales Fees:

Unmanned

£2,000 monthly management charge plus 2% plus VAT of the final sale price of each unit.

Manned

£3,000 monthly management charge plus 2% plus VAT of the final sale price of each unit.



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