

A SPECIALIST SERVICE FOR HOUSING
ASSOCIATIONS AND REGISTERED
SOCIAL LANDLORDS







A specialist approach

As part of Europe's largest independent provider of estate agency and property related professional services, spicerhaart land & new homes offers a totally comprehensive advisory, sales and marketing service to housing associations and RSL's offering shared ownership or equity, throughout England and Wales.

We pride ourselves on being the best, understanding totally the unique needs of clients operating in this sector.

Our experienced team are based in strategically situated, specialist centres, offering the marketing services of over 200 group owned estate agency offices prominently situated in many of the UK's busiest high streets, which, when combined with our unique 'Select Panel', offers over 1,000 sales outlets throughout the UK.

This brief document is designed to provide a succinct overview of the services spicerhaart land & new homes currently offer this market sector.





Finding the raw material for your next project

All spicerhaart land & new homes (shl&nh) area offices have a dedicated and specialist team member whose main task it is to identifying sites suitable for redevelopment. Though we occasionally act in land disposal for local councils and utility companies etc, the vast majority of our land transactions are in acquisition where our services are retained by a client who has provided us with a brief to acquire a certain type or size of site. In this scenario we would act for the incoming HA or RSL. The vast majority of land that we deal with is designated 'brown field', regenerating communities and improving neighbourhoods.

Dealing in acquisition enables shl&nh to transparently act for an incoming purchaser, negotiating the best deal possible for them. As we do not need to be instructed by the land owner in this scenario, we can actively seek to acquire off market opportunities on a client's behalf.





Accurate, up to the minute advice

Similarly to our arrangements with regard to specialist land advice, each of our area offices has a resident new homes expert who has extensive local knowledge and can provide advice, not only on projected unit values, but will guide clients with regards to potential localised ceilings for product type, warn of potential overbuild and steer clients to the appropriate specification to maximise market appeal and income.



A 'joined up' approach to valuation

The spicerhaart Group can provide professional valuations, including 'block' valuations, prior to launch, throughout England & Wales. The land & new homes team work closely with their group survey and financial services colleagues to ensure consistency in opinion and price. All new homes operatives provide copies to their survey colleagues of all advice shl&nh give to clients and this helps reduce, wherever possible, any conflict in opinion and valuation at a more advanced stage, which can so often cause cancellation and loss of sales etc.





Generating sales

The new homes management team act as the principal liaison between HARSL and our Group estate agency subsidiaries. spicerhaart land & new homes offer clients over 1,000 sales outlets through 200+ Group owned office and our 'Select Panel', ensuring that all 'open market', shared ownership or equity properties are exposed to the widest market possible. spicerhaart land & new homes also provide a comprehensive 'inhouse' marketing facility and print service which can produce all that is required to promote a development in the most positive light possible, all at extremely competitive rates.

We understand how you work

At spicerhaart, we fully appreciate the intricacies of the qualification process for purchasers who may wish to buy an affordable home through one of our clients. Most of our land & new homes offices have an individual who has experience in this sector and that individual will be given responsibility for providing training, along with our clients, to all our local estate agency colleagues who are likely to be required to go through the reservation and qualification process with a prospective purchaser.



Felicity J Lord

It's a London thing.

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DARLOWS

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McCOLL**

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MORTGAGE

Helping people buy

With the mortgage market more limited than it has been for a very long time and with few lenders offering competitive mortgage products for the likes of shared ownership, shl&nh understand the importance of being able to provide clients with a central mortgage supply source. Our independent mortgage supply team has an excellent track record in the affordable mortgage supply sector. We believe that pre-launch meetings and a structured plan of action are essential to ensure the smooth transition of reservation to exchange and mortgage supply is very much part of that process.



Existing portfolio disposal to fund new projects

We appreciate that many clients within the affordable sector may have an existing portfolio which they may have had for some time. We further appreciate that many of our clients may be looking to liquidise these assets to avoid costly refurbishment projects and move many of their existing residents to more attractive, sustainable housing with increased longevity. Through spicerhaart corporate sales, the Group are able to handle the disposal of portfolios throughout the UK, again by utilising a sales network of 1,000 or so estate agency offices.

We believe at spicerhaart that we have a unique proposition. Our specialist team truly understands the needs and wants of providers of affordable accommodation.



Contact details

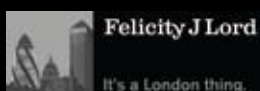
For further information or to arrange a meeting to discuss the numerous services we can offer in more detail, please contact

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