



LAND & NEW HOMES
NETWORK

9 winning ways to build your Land and New Homes business

Expert tips and invaluable insight
for independent estate agents

There's never been a better time

Hello,

This year we'll see an incredible rise in the demand for land and new homes as solving the housing shortage becomes a national priority.

Now is the ideal time to develop a strategy to grow this lucrative side of your agency business and to establish a programme that will help you maximise this opportunity.

To help non-competing independent estate agents across the UK learn how they can benefit from this soaring demand, we've created our '9 Winning Ways to Build Your Land and New Homes Business' eBook.

In this guide we'll be sharing some useful techniques our members are already successfully employing to win instructions and commissions from house builders and property developers.

If you have any questions about land and new homes or how to fast track the opportunities in your area, we'd love to talk to you about becoming part of the Land & New Homes Network.

Here's to a successful and prosperous year!



Kevin Ellis
Founder



Ian Stratford
Managing Director

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1

Understanding what a land opportunity looks like

Effectively identifying land opportunities is absolutely fundamental to your future success. But how do you do that on a repeatable and sustainable basis? In this section we'll reveal the blueprint we at the Land & New Homes Network abide by.

For any agent looking to successfully develop and grow a New Homes department, you need to first understand that the lifeblood for any developer or house builder is the introduction of land.

You can be the best agent in your area at selling houses, but developers will always look after the hand that feeds them with land opportunities. Put simply, if you deliver them land you'll win the instructions to sell the built properties. That's why you need to have a clear plan and culture on identifying land opportunities – they won't just fall into your lap.

Training is vital. Whether you employ three people or 100, they are all land finders and you need to equip them properly to ensure they know what to look out for. Here's our four top tips on how to do just that.

Land opportunity top tips

1. Track weekly planning application and decisions and know when key sites are going to a planning committee.
2. Get clarity around which sites that have had a planning consent in the last three years haven't been built or are under construction.
3. Create a robust database and keep tracking it and updating it constantly because situations change.
4. Engage with house builders who are active in your patch. Find out who the important personnel and, this is crucial, also what their particular land requirements are.

At Land & New Homes Network we have a vast range of tools and marketing material to fast track this process.

Get in touch if you would like to find out more.



There's never been a better time

Sites of interest



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Sites of interest

Now you know what a land opportunity looks like, what types of sites should you be focusing your attention on?

Identifying a land opportunity is only part of the equation. In order to do that productively it's imperative that you're aware of the kinds of sites that will yield the greatest potential.

To help you do this we've listed a few high priority locations worth investigating.

- Big gardens
- Industrial units near residential homes
- Nursing homes
- Petrol stations
- Hand car wash centres
- Offices
- Ransom strips
- Timber yards
- Farmland on the edge of settlement
- Builders merchants

These are only a few. Trust us, the list goes on and on...



3

End of the year = the perfect time

The phrase 'timing is everything' also applies implicitly when it comes to land and new homes. Allow us to explain.

Just like estate agents, house builders and developers have their targets to hit. These targets come into even sharper focus towards the end of the year when yearly results are looming.

September to November is the perfect window of opportunity for agents to contact house builders and show what they can offer to help hit those targets.

At this stage you may be asking, 'how do I make initial contact'? The solution is fairly simple: get out and talk to the site sales representatives, build relationships, take their biscuits, drink their Prosecco and accept that box of chocolates.

Once you've got their attention, show that you have a database of prospective buyers and investors, highlight your expertise in the local area and demonstrate how you can help the house builders achieve their goals.

Finally, here's another key question: have you been to see all the new homes sites in your area? Don't worry if the developer might have declined your advances before, things may be very different if they are marching towards year end and need stock units sold. Remember, some house builders will have units they want sold by Christmas.



Sites of interest

Get to know your market



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Get to know your market

Knowledge is power. If you can build up your armoury of information on the local area you stand a much greater chance of securing potential opportunities. We can help you do that too.

When approaching house builders and developers, it pays to be able to show what's happening in your local area. This is not just a question of what land possibilities and opportunities you've come across, but also more detailed information.

This information will be vital in helping you create your land and new homes strategy. You'll need to think about the following:

- How many active new build developments are in your area, what are they selling and how much are they achieving?
- Sites with planning granted that haven't been built.
- Site under construction – coming to the market.
- Sites in planning pending a decision.

The biggest question of all, however, is: 'Where or how do I find this invaluable information?'

The answer? Get in touch with us.



End of the year = the perfect time

The 'bonus' revenue stream



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The 'bonus' revenue stream

There are other ways to enhance your revenue streams. Harness these and you'll never look back.

When you get your Land and New Homes offer right your business will notice the difference – big time. And that's because it opens up different ways for your agency to make more money, such as helping to sell part exchange properties and buyers who have purchased for investment need an agent to help with letting out and managing their properties.

If you do find yourself in this position, you really need to review how you can build upon it. What about creating a bespoke VIP package for these buyers, for example? You could offer preferred commission rates for people part-exchanging their homes AND buying their new build with you.

The chances to increase your revenue don't stop there either. Winning land and new homes business also creates more opportunities to earn commissions from financial service providers.

Consider this: what fast track, high service level offering, can you provide developers with regards to part-exchange or assisted move transactions? Better still, what happens to all those buyers who visit a site and don't buy but do have a property to sell? You could generate revenue from that information.

And that's just scratching the surface.



Get to know your market

Create a compelling proposition



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Create a compelling proposition

Getting your proposition right will unleash further opportunities. Here's how to get it right, first time.

When preparing a proposition to present to house builders think carefully and consider the following:

- Don't tell them the typical stuff you'd tell a vendor. Tell them what you can offer to ensure their development is a great success and achieve their goals
- Show them how you can help with part-exchange and assisted moves
- Give them evidence of how you can offer add on rental services to prospective investors
- Provide rental guidance to assist the sales staff
- Create a bespoke VIP proposition for BTL buyers on their developments
- Show them how you source new land opportunities for house builders and developers



The 'bonus' revenue stream

The power of your network



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The power of your network

Having a strong network of contacts pays dividends in all areas of life and it's just as vital in the Land and New Homes market.

The primary rule in capitalising on your contacts is pretty straightforward: don't waste time trying to engage with house builders who aren't active in your area as a priority.

In the first instance build bonds with developers who have got agent free opportunities, stock units or who are generally active in your patch either currently or coming up the track.

Think about these questions, for example:

- Do you know the key individuals in house building companies? Have you met them?
- Do you know what they want and what you can do to nurture those relationships?

A key point here is to remember that you need to maintain constant contact.



Create a compelling proposition

How to pitch to house builders and developers



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How to pitch to house builders and developers

So, you've done your research, packaged it up professionally and practised your pitch. Now what?

Once you've got your evidence clearly laid out and, ideally, can show where your / their potential buyers will come from, it's time to show and tell.

Firstly, ask yourself this, and be honest: what really differentiates you from the competition?

The key to a successful pitch is this: whatever you do, don't treat a developer like a typical vendor. These guys are professionals and they've heard it all before. They want to see that you have belief in their product, understand their goals and what you can do to ensure that their development is a great success.

The truth is, if you get this element wrong, the developer will inevitably just get on and do it on their own or, worse still, give the instruction to one of your rivals.

Does your pitch pass the SO WHAT factor?



The power of your network

Bringing it all together



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Bringing it all together

Just one more thing...

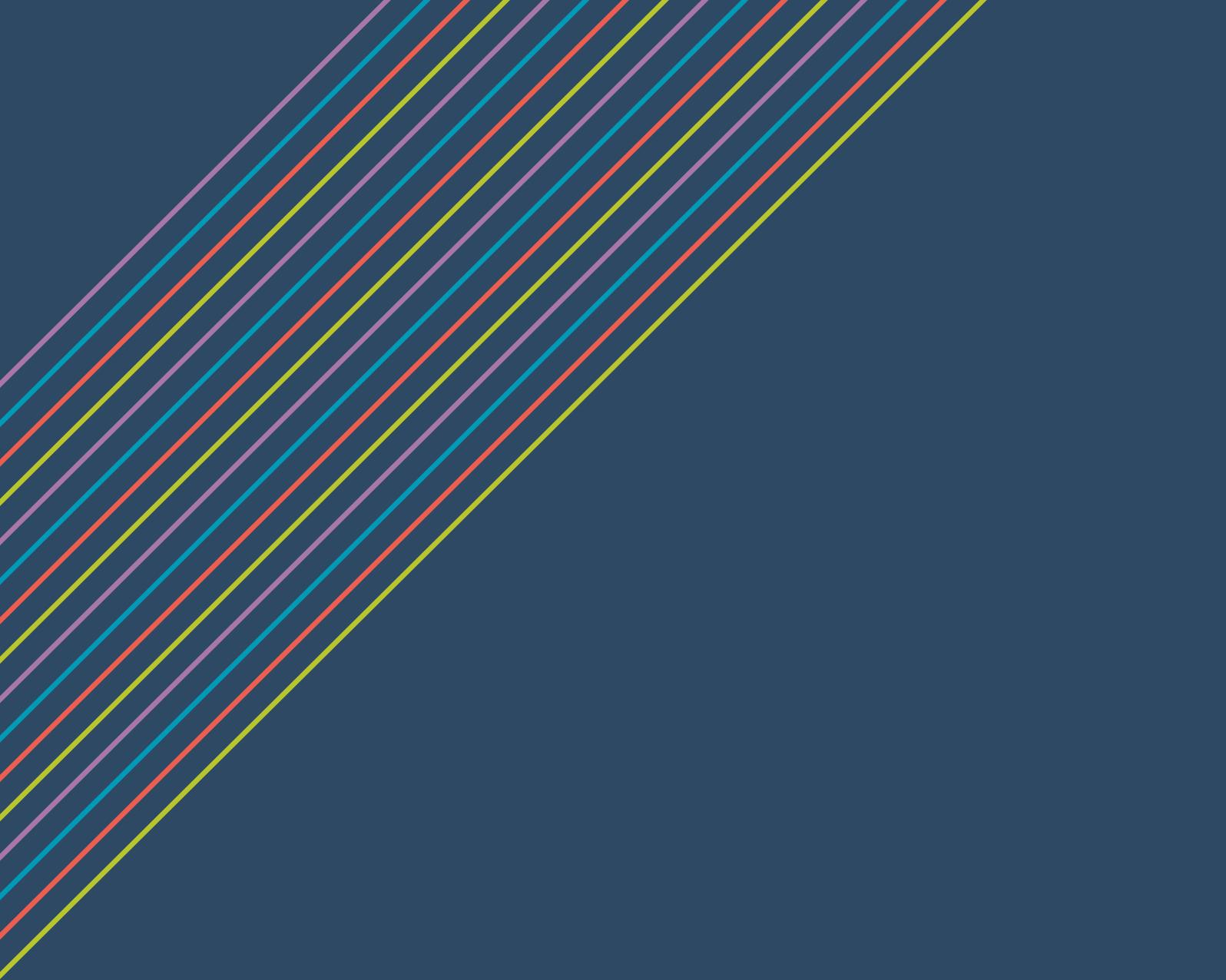
Over the last few pages we've shared with you some tips and techniques you can implement in your agency. Member agents of our network have been putting these and all the other resources, training, advice and introductions we provide to very successful, and profitable, use. And you could too.

As our members are non-competing agents spanning the UK, you could go from an independent covering a small patch to being connected to, and an integral part of, a nationwide network of potential referrers.

We hold regular Insight Days where best practices are shared, as well as workshops and events all aimed at helping our members tap into the rich potential the Land and New Homes sector offers forward-thinking agents.

Our network is here to help build your agency's business.





LAND & NEW HOMES NETWORK

If you're interested in finding out a little more about the recipe to Land & New Homes growth and success, please get in touch.

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