



New Homes, Land & Development

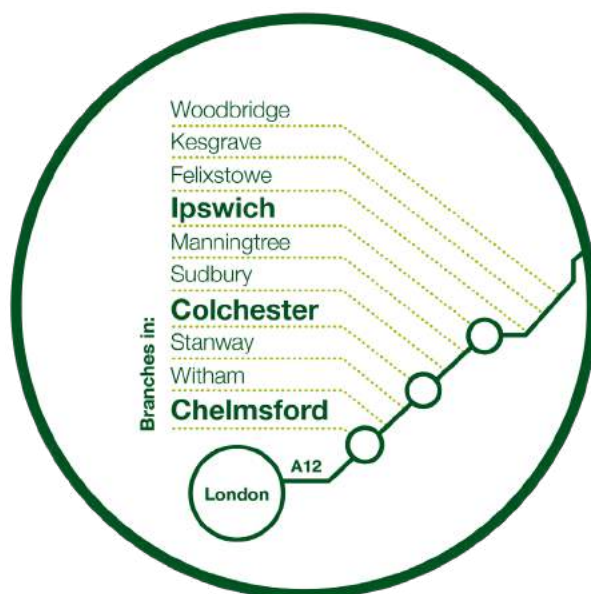
Fenn Wright are leading specialists in the sale of new homes in Essex & Suffolk.



Established in 1768, Fenn Wright is East Anglia's leading independently owned partnership of Chartered Surveyors, property experts and estate agents, specialising in the sale of land and new homes.

We offer a broad range of professional services and represent many local, regional and national house builders and new homes developers.

With eleven offices located along the A12 corridor and beyond, our specialist new homes team have excellent local market knowledge meaning we are well placed to advise you on identifying strategic development opportunities, site viability, planning consent, project management and marketing strategy.



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Marketing new homes

Professional marketing is vital and we embrace every aspect of the journey, including using the highly effective medium of video production. However, we never lose sight of the fact that we are selling agents first and foremost, so we invest in the best people to proactively sell the dream of owning a new home on one of our clients' developments.

We know how to generate the required visitor levels and convert these into qualified reservations that meet with your project timescales. Our experienced team of sales progressors achieve industry leading success rates in guiding buyers through the process to exchange of contracts and completion.

“I am proud to work alongside such a talented team of friendly professionals. The advice and service we provide to both landowners and developers is consistently instrumental in delivering the right outcome.”

**– Alan Williams,
Senior Partner & Head of Residential**

Land & Development

Our experienced team work with landowners, developers, occupiers and investors on a wide range of planning and development matters. Our comprehensive project management service means that whatever the size of the development, whether residential or commercial, in a rural or urban environment, we are committed to finding the scheme that will produce the best return for our clients.

Identifying strategic development opportunities

We are experts at interpreting planning policy, identifying strategic development opportunities, carrying out viability appraisals and advising landowners on the appropriate means by which to promote such opportunities whether that be by way of a conditional contract, option, promotion or hybrid agreement. As well as our New Homes and residential sales teams, our Development and Rural teams have close links with a wide variety of other professionals including master planners, architects, highway engineers, ecologists and heritage consultants who can assist with a broad range of development issues.

Project management

Whether your project is rural or urban, commercial or residential, our Development team are committed to finding the scheme that will produce best value for your site. We can be on hand thereafter to advise and assist you until the sale of the finished development is complete.

The core services we provide include:

- Identifying the mix of uses best suited to maximise the value of your site
- Weighing the risks against the expected rewards to determine realistic timescales and costs
- Devising and implementing a suitable marketing strategy for the site
- Monitoring applications and developer obligations
- Overseeing and negotiating a sale through to final completion
- Carrying out detailed appraisals
- Negotiating with planning departments
- Comprehensive project management

Technical advice

We advise landowners and developers in both the private and public sectors with services tailored to individual needs including areas such as:

- Planning policy representations
- Flood risk assessment
- Planning applications and appeals
- Rural land use assessments
- Environmental statements and surveys
- Greenfield and brownfield site appraisal and valuations
- Redevelopment of commercial sites and business relocation
- Strategic land promotion and marketing advice
- Economic appraisal and viability assessments
- Sale and acquisition of development sites



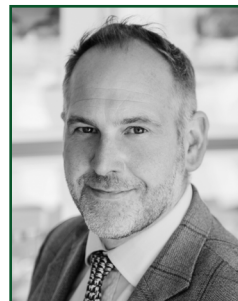
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Case Study

Case Study: Harbourside, Waterside Marina, Brightlingsea, Essex

Client: Purelake Group

Size: 52 residential units

Introduction

Fenn Wright were instrumental in the sale of this development to Purelake. The site was sold by Roger Hayward, who works in our Development team, in 2016 and had been part-constructed by another developer who went into receivership. The inherited consent consisted of a mixture of fifty-two, 1, 2 and 3 bedroom apartments and 5 houses, some with outside space and spectacular views of the River Colne, others located on two levels, and all surrounding a landscaped courtyard garden with underground parking.

Adding value

We launched the site in phases, selling a number of the units off-plan whilst under construction. We arranged press releases via our marketing team, social media campaigns, adverts in various publications, Rightmove banners, and a video of the completed scheme.

We also arranged for a prominent board to be placed on the A12, to the west of Colchester. We provided a site presence and joined in with local festivities such as the Brightlingsea Regatta, sponsored by Purelake. Full sales progression was undertaken with updates being provided to our client along with a weekly report giving details of applicants who had enquired about the site and also an up to date position on existing sales.

The result

The sales program was successfully concluded in 2021 and our lettings division remains involved with the scheme, acting for investors who have purchased at Harbourside and providing a comprehensive service to our landlord clients.



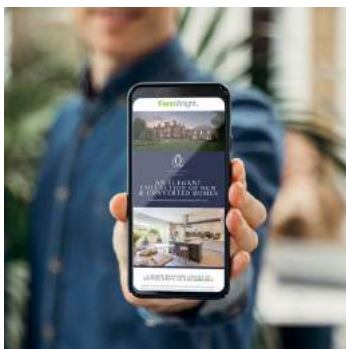
“The Purelake Group have worked closely with Fenn Wright on our Harbourside development in Brightlingsea. We have found Maria and the team to be extremely dedicated and knowledgeable. They have worked hard to secure sales with considerable enthusiasm and expertise and we would recommend them without reservation.” - Tracey Wheelan – Purelake Sales Director



Services

We create bespoke marketing plans for each new homes site and typical activity includes:

- Dedicated team of specialists supported by a motivated branch network in Essex and Suffolk.
- Bespoke advertising on the major property portals such as Rightmove and OnTheMarket.
- A profile of the development on the dedicated New Homes section of our website – fennwright.co.uk/newhomes.
- Organising and promoting launch events and open house viewings.
- Coverage in our newsletter which goes to in excess of 45,000 people registered on our database.
- Targeted social media campaigns, including professional video content.
- Bespoke HTML campaigns.
- We can also advise and provide help with CGI's, site plans and literature such as brochures.
- Newspaper and magazine advertising.
- We also have a retained PR firm who are on hand to help with press releases and securing coverage of new developments.
- Virtual staging and dressing of rooms.



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Case Study

Case Study: Orchard Gardens, Assington, CO10 5LW

Client: Roman Homes

Size: 15 residential units

Introduction

We were contacted by the developer, who had worked with one of our team previously, as they had purchased land with full planning permission for 15 homes in the village of Assington. Fenn Wright were invited to visit the site prior to any construction commencing, to ensure a full understanding of the development layout, orientations, garden sizes and the immediate surrounding area. We were also able to visit another development that the client was building that had a show home, enabling us to see the high standard of specification and finish. We reviewed the subject scheme and provided a comprehensive sales and marketing strategy, individual unit prices and GDV. We also gave feedback on the individual house types, floorplans and specification, recommending changes that would be expected by prospective buyers in this location, to enhance the desirability of the homes and ensure maximum prices and sales rates would be achieved.

Adding value

Having agreed the marketing strategy and terms with the client, we then worked with them to prepare the off-plan launch. The clients provided CGI's, floorplans and a brochure, Fenn Wright arranged for site signage, social media promotions, emails to our expansive database and ensured that relevant staff had full knowledge of the development, so that the first communication with prospective buyers was positive. Initially we promoted the first four plots on a 'coming soon' campaign to gauge demand, taking the first two reservations within three weeks of launching.

The result

Having launched in August 2020, all plots were reserved by April 2021 with the last completions in September 2021. The vast majority of homes were reserved off plan, allowing buyers to add bespoke finishes to their home from the many options available. Steve Lillistone ensured that buyers received an outstanding customer journey, including site visits at relevant stages to see the build progress of their new home. Prior to each plot launch we reviewed current market conditions and agreed the price with our client.

ROMAN HOMES

"We have recently sold mostly off-plan our entire site with the great marketing of Fenn Wright and the personal attention provided by their representative Steve Lillistone who oversaw the site from inception to completion. We look forward to working again with Fenn Wright and Steve in particular on future developments." - **Tye Harvey, Roman Homes**



New Homes Team



Alan Williams

Senior Partner | acw@fennwright.co.uk

Based at our head office in Tollgate, Stanway, Alan is Head of Residential Property and Senior Partner. He managed both our Colchester and Ipswich offices in the 1990s, became a Partner in 1999 and served as Managing Partner from April 2005 to March 2021. Alan opened our Witham office in 2002 prior to overseeing a programme of expansion to the current 11 office network we now have across Essex and Suffolk. Alan has many years of experience in the sale of development opportunities and the marketing of new home schemes for local, regional and national clients.



Maria Montgomery

Partner
mjm@fennwright.co.uk

Maria joined Fenn Wright in 2003, having built a successful career working in Colchester and the surrounding area. Maria has over 35 years' agency experience and heads up our New Homes department covering our network of offices. Maria offers an unrivalled personal service to developers and private clients alike, and her many years of experience in the local market ensure she provides accurate and credible site appraisals, with insightful 'up to the minute' feedback on market trends and demand.



Steve Lillistone

Manager
sal@fennwright.co.uk

Steve has extensive experience in negotiating land and new homes transactions and joined Fenn Wright to provide a professional service to both developers and buyers alike. Having started his career in the property industry in London in 1992, Steve worked for a large PLC holding a variety of positions including Regional Manager and subsequently, New Homes Director, covering the county of Essex. Steve now works alongside Maria in both Essex and Suffolk.



Rachel Hamilton MNAEA

Manager
rjh@fennwright.co.uk

Rachel joined Fenn Wright in 2016 and after excelling in all aspects of residential sales, was asked to join Fenn Wright's New Homes division in 2021. Predominantly focused on working with national and local property developers in Suffolk, Rachel has excellent local knowledge and believes in going the extra mile to ensure her clients receive a high level of customer service.

New Homes Team



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Case Study

Case Study: Old Green Farm, Church Road, Westerfield, IP6 9BE

Client: SJW developments

Size: 5 residential units

Introduction

We were contacted by a developer who was in the process of obtaining planning permission on a piece of land to the rear of a property, The Mount. We met with our client and discussed the most suitable property types, designs and layouts to achieve the maximum GDV. Having dealt with similar sites and locations we were able to periodically check potential prices against the local market conditions and intel.

Adding value

Once planning permission was granted, we agreed terms with the developer. We updated our pricing from the original inspection and after some investigation, recommended that we commence marketing the properties off-plan. Before the pre-launch we contacted several potential applicants and agreed terms on the largest plot on the development, off-plan and for more than the original guide price. This great result confirmed our decision on pricing was correct and we agreed to launch all of the other plots. We arranged for striking drone footage to be undertaken to show potential buyers the location of the site and the footprint of each property. We created site brochures which detailed each property type with in depth descriptions, elevation CGI's and floorplans supplied by the developer.

The result

After launching the site, we quickly agreed sales on all five properties off-plan, whilst the build stage was still at foundation level. We have eager buyers excited to be able to create a bespoke finish in their new home and keenly watching the build process unfold through to completion.



*“Great proactive approach at my new development in Westerfield from Rachel at Fenn Wright. From market appraisal, to advertising, viewings and dealing with purchasers was a first class service.” - **Stuart Whinney, SJW Developments***



Testimonials



"The Purelake Group have worked closely with Fenn Wright on our Harbourside development in Brightlingsea. We have found Maria and the team to be extremely dedicated and knowledgeable. They have worked hard to secure sales with considerable enthusiasm and expertise and we would recommend them without reservation." - **Tracey Wheelan, The Purelake Group**



"We utilise the services of Fenn Wright's new homes team across a number of our sites and have always found them to be extremely helpful, resourceful and most of all, proactive in their approach. Their branch network ensures that we capture leads throughout our core areas and their market insights in these locations are invaluable." - **Alex Leader, Rose**



"Our company has instructed Fenn Wright on the disposal of various developments over the years and we have always found them to be highly professional. The staff are excellent at keeping us up to date with the sale process and are always available to discuss any issues. We would highly recommend Fenn Wright - their proactive approach is refreshing." - **Jeremy W. Goddard**



"Fenn Wright have managed our house sales on two developments, both of which have been running throughout the Covid lockdown. Maria and Faye have gone above and beyond in the fabulous service they provide not just to us, as their client, but to each and every buyer. We have very much appreciated their support through these difficult times. We have had a huge success with Fenn Wright and would, without hesitation, recommend their services." - **Julie Eeles, Neeb Holdings**



"Introduction with good communication and support from Fenn Wright have assisted us in the acquisition of an exciting new development. Very much looking forward to working together with Steve and the Team on the upcoming sales from plan." - **Joanne Ridley, Raer Group**



"We have recently sold mostly off plan our entire site with the great marketing of Fenn Wright Estate Agents and the personal attention provided by their representative Steve Lillistone who oversaw the site from inception to completion. We look forward to working again with Fenn Wright and Steve in particular on future developments." - **Tye Harvey, Roman Homes**



"Great proactive approach at my new development in Westerfield from Rachel at Fenn Wright. From market appraisal, to advertising, viewings and dealing with purchasers was a first class service." - **Stuart Whinney, SJW Developments**



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