



P U T T E R I L L S

————— New Homes —————

DEVELOPMENT SERVICES  
FOR LAND OWNERS



# maximising your PROPERTY DEVELOPMENT

PROVING THAT THE BEST ADVICE  
AND SERVICE DELIVERS TOP QUALITY RESULTS.

The planning system continues to evolve which means opportunities to see substantial financial gains with the correct input from the experts.

Our award-winning service specialises in all aspects of residential and mixed use development, using our local and trusted market knowledge together with a detailed understanding of the development process to identify the best use for sites and buildings and guide the process from site identification to full project management and disposal package. We act for private and public land owners, trusts and charities as well as house builders, developers and investors.

# Exceptional service to MAXIMISE VALUES

The demand for development sites continues to be strong  
and with supply limited, this is unlikely to change.



Once a site has been identified, we can recommend the most suitable type of development within existing planning guidelines. We can work with the landowner to progress the project through to a planning approval and then introduce the site to our comprehensive database of builders and developers - ranging from small local companies through to national house builders. In line with these planning guidelines, we spend a lot of time looking at opportunities to redevelop previously used sites and buildings, often referred to as

“Brownfield land” as part of new property development.

If our clients don't wish to go through the planning themselves, we can find a development partner who will fund the planning process with an agreement to buy the site once planning has been obtained. We also work alongside other property professionals such as planning consultants, architects and solicitors to provide our clients with access to the best possible advice, all of which ensures the best deal is achieved.

## WE OFFER A RANGE OF SERVICES TAILORED TO OUR CLIENT'S SPECIFIC PROPERTY NEEDS. THESE INCLUDE:

- Development and land valuation appraisals are based on the same method as the developers so give a reliable indicator of land value and achievable sale price.
- Acquisition and disposal of sites with or without planning permission.
- Market appraisal and advice accurately assesses the estimated sales values, demand and best mix.
- Securing Planning consent - including change of use from agricultural, office and commercial, to residential.
- Optimisation of design.
- Option agreements.
- Promotion agreements.
- Joint ventures.

## SOME OF THE DEVELOPERS WE REGULARLY WORK WITH





Here are some **EXAMPLES**

**SITE ONE** | HAULAGE YARD

A Former haulage yard redeveloped to provide 13 luxurious four and 5 bedroom detached homes.



**BEFORE** | **AFTER**  13

**SITE TWO** | RESTAURANT

A former restaurant situated within the green belt and sold with detailed consent for 4 semi detached houses.



**BEFORE** | **AFTER**  4

**SITE THREE** | HOTEL

A Former hotel redeveloped to provide 50 apartments.

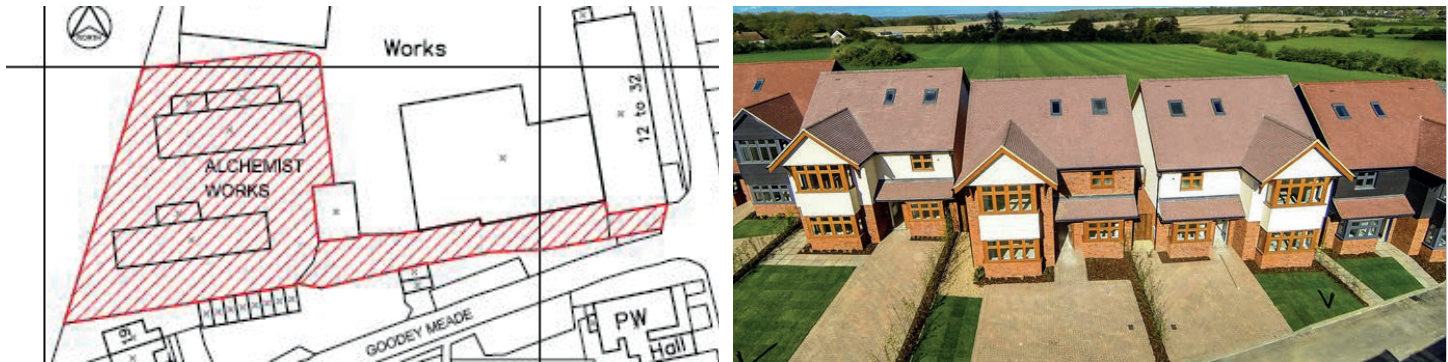


**BEFORE** | **AFTER**  50

of our recent **ACTIVITY**

**SITE FOUR** | FACTORY

A Former factory redeveloped to form a small exclusive development of 5 detached homes.



**BEFORE** | **AFTER**  5

**SITE FIVE** | BUNGALOW AND GARDEN

The site was originally a bungalow & garden which was redeveloped to provide 14 three, four & five bedroom properties



**BEFORE** | **AFTER**  4

**SITE SIX** | OFFICE BLOCKS

Two town centre office blocks which were granted permission to convert to residential apartments under Permitted Development Rights.



**BEFORE**

**SITE SEVEN** | FIELD

A field on the edge of a village which was granted consent for 80 units.



**BEFORE**



## Have you achieved the **BEST PRICE AND TERMS?**

WE HAVE ACTED FOR MANY LAND OWNERS WHO ARE ALREADY IN DISCUSSIONS WITH OR HAVE AGREED A SALE TO A DEVELOPER. WITH OUR DETAILED KNOWLEDGE OF THE PROCESS AND MARKET WE CAN GIVE THE CLIENT THE COMFORT OF KNOWING THEY HAVE ACHIEVED THE BEST DEAL IN TERMS OF:

- **Price.** Our detailed knowledge of the development market allows us to ensure you are maximising value.
- **Terms.** This is very important as very often 'the devil is in the detail'. We make sure the client is fully aware of what is reasonable and achievable. Then we can manage the legal process to make sure the contract reflects this.

On all sites we have negotiated improvements on the original price, in most cases substantially, and improved the terms.

### WHY PUTTERILLS LAND?

- A full time specialist department dedicated solely to development.
- Detailed local knowledge gained from years working in your area.
- Director involvement throughout the whole transaction.
- We focus on value and the personal approach.
- Professionally qualified Director with years of expertise both as a Director of major national developers and as a consultant working in your area.
- Putterills Land has a long-established track record of selling development land for residential and mixed use purposes.
- We pride ourselves in finding innovative solutions to difficult cases.

### WHY ACT NOW?

The ability to convert offices to residential has been made permanent and may be extended. Farm buildings are also a potential candidate for conversion to residential use with the ensuing increase in value.

New opportunities now exist to obtain planning permission for land development in many parts of the county. Even building on farmland in the open countryside and other land which previously was refused permission can now potentially be granted planning permission in certain circumstances. The size of the plot could be small and suitable for only one or two houses or it may be very extensive and suitable for many houses. Land with the best chances of development will be located near to or on the edge of an existing town or village.

We regularly advise land owners on options, promotion agreements and joint ventures. Our thorough local knowledge of the market ensures that we are able to advise on the optimum solution for promoting our clients' landholdings to achieve the best price on sale. We often work on a no win no fee option; our fee is based on the uplift in land value.

## We have years **OF EXPERIENCE**

You can feel at ease knowing that the sale of your property will be efficiently handled by our team of experienced sales staff who have an enthusiastic, motivated and friendly approach to ensure your move is as stress free as possible.



**MARK SHEARING**  
Director

Director Mark Shearing has been involved in Estate Agency in Hertfordshire since 1980 and joined Putterills shortly after it opened in 1992. Mark has excellent local knowledge having spent many years working in the local area and is actively involved in the rapidly expanding Land and New Homes department based in Hitchin. His aim is to ensure that all of our clients receive the highest possible levels of service.



**KAY SHEPPARD**  
Sales Director

Kay is our New Homes Sales Director and has over 15 years' experience in both new homes and residential sales.

She is responsible for the management, co-ordination and control of all of our New Homes sites. She has an enviable reputation for ensuring our clients receive exceptional levels of service and pro-active marketing advice.



# TRUSTED PROPERTY EXPERTS

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