

INSIGHTS

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LAND & NEW HOMES
NETWORK

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What's your land worth today?



The times are changing

As we head towards autumn, there's positivity in the air. Pandemic restrictions are easing, there is hope of a return to normality in the not-too-distant future and the **land and new homes market continues to be buoyant**.

We're starting to see the fallout from the past year, with the media reporting that people are moving out of our cities towards a quieter, more suburban lifestyle, perhaps driven by their newfound flexibility at work. It is true – prices are rising and we're seeing the house sales in non-urban areas increasing. But what does this mean for you?

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With the national housing supply shortfall and drive from the government to 'build, build, build!' the demand for land right now is incredibly high."

The demand for land right now, is incredibly high. Whether you're a village homeowner with a garden that's quarter of an acre too much (work), or a farmer looking for a way to ease current commercial pressures, selling your land to a developer could be an attractive alternative.

And there are ways to mitigate the complexities if you bring the right experts on board.

Your options are worth exploring at the very, very least, and we have a team of just the right land experts on hand who can offer the advice and support you need. **Why not give us a call for a no obligation chat?**

STAGE BY STAGE

The support you need to sell the land you have



Wondering whether selling a piece of your land would be more lucrative than farming it? Or has your application to build at the bottom of your garden been refused?

If you're considering a land sale, or you're in the process of trying to make it happen, we can help.

We'll offer support to deal with the challenges you'll face at each phase of the process, and ultimately secure you the best deal possible.

Which stage are you at?

1

Has my land got potential?

You may be excited to get started, but before you do, you'll need to understand if there's a worthwhile return on investment for the time, effort and costs involved. We'd be happy to offer our expertise, assessing your options and determining what it will be possible to achieve.

2

I've applied for planning consent

When it comes to non-standard sites such as farmland, protected areas or characterful villages, there are a number of complexities around the planning process. With our fresh approach and local connections, however, we have the understanding and the knowhow to get your application accepted and building started sooner.

3

I've had planning refused

When planning stalls, it's never the end of the road. Give us a call to talk things through. We can help you get moving again by reassessing your plans, coming up with alternatives and advising you accordingly.

4

I've had planning approved

Before you rush to get started, consider this. Rural land prices have been rising for some time now,

not least due to the fallout from the pandemic. Take this time to step back and assess all the options open to you. Perhaps even arrange an up-to-date land valuation with one of our experts – you might find you stand to gain even more than you thought.

5

My site is under construction

Now's the time to think about what comes next. How will you bring a new property to market and realise its potential? We have extensive experience of managing rural site sales operations professionally, while always keeping the best interests of the vendor in mind.

Whichever stage you're at, it pays to talk to an expert. Get in touch for a no obligation discussion.

HIDDEN VALUE

Are you sitting on a property goldmine?

Depending on your situation, you may find that selling off a piece of that land for development could free up a life-changing sum



Words: Stuart Cassidy,
Director Land & New Homes

Ever wondered whether that large back garden, that takes so much time and effort to tend, could be put to better use? Or considered packaging up a no-longer farmed field for sale?

In the current market, you may well find that selling that land for development could free up a life-changing sum. And with professional support and advice, it might not be anywhere near as hard as you think.

First things first, there are a few things you'll need to consider. You must own the freehold of your property and there will need to be access to the site, either via your own drive or from an existing road. If you're in a conservation area, you have large or protected trees, or you live in a listed building such as a country estate, you may find there are a few more hurdles to cross when it comes to design and planning but if you bring the right experts on board these things shouldn't be insurmountable. Before you begin, we recommend consulting your neighbourhood's local plan - this will often offer valuable insight into whether a development is likely to be viewed favourably in your area.



Packaging land for sale

It goes without saying that the bigger the potential site, the more appealing it will be to developers. So if you're looking to sell off a piece of farmland, try to balance your farming needs with creating the biggest usable plot. Remember, beautiful views from the site and distance from busy roads, as well as ease of getting utilities and drainage in place, will also add to its potential value and appeal.

Or if you only have a small plot available, such as the bottom of your back garden, don't give up hope. Why not get together with one or more of your neighbours to create

what's known as a 'land assembly'. We've consulted and worked upon many deals like these over years and have the necessary experience and expertise no matter how complicated the situation. We also partner with legal experts who will help to make sure any agreements are watertight.

If selling a portion of your land for development is something you've been considering, why not give us a call? We can provide you with a no obligation appraisal of the land and its potential, including a valuation based on the site as it stands today and what any development could be worth in the future. You might be pleasantly surprised!

FEATURE

Could you develop your farm buildings without planning consent?



The Town and Country Planning (General Permitted Development) (England) Order 2015 (and its subsequent 2018 amendment) sets out various types of development which would ordinarily require planning permission but **can now be undertaken without the need for a specific permission**.

Designed to take account of the modernisation of farming and need for more rural family housing, these

Permitted Development rights could enable you to increase the size of your current agricultural buildings or even convert them into up to five dwellings. There are of course certain criteria that must be met, but even so this offers a great opportunity to profit from unused buildings without onerous planning hurdles to jump through.

Interested to know more? Give us a call, we'll be happy to help you work out whether you qualify.

FEATURE

Is your land suitable for allocation?

It used to be that planners could approach landowners to enquire about the possibility of developing land, but the system has now changed. Larger tracts of land, such as farmland or packages of semi-rural land, often have to be promoted if they are to be considered for future development.

As long as you understand the process, however, **there's no reason you can't put yourself in the best possible position** for consideration.



The simple answer is to talk to us as we specialise in assessing the suitability of sites across the region."

Every year, local councils put out a call for sites to include in their development plans. And if you own land in these areas, to be honest you'd be missing a trick if you didn't at least submit your site for consideration. For many landowners, this is seen as a 'golden ticket'.

But how can you find out if your land is suitable? The simple answer is to talk to us. We specialise in assessing the suitability of rural sites across the region and we understand what councils are looking for right now. We'll even be able to talk you through the timings you'll need to adhere to get your application considered during your council's next window of opportunity.

You can rely on us for advice on the various assessments that will be necessary, such as drainage and proximity to highways. And we will be able to offer guidance on the best way to fund and get the right result from

your application. We've also built solid relationships with the house builders and developers that are actively looking for opportunities. In fact, it's quite likely that we already know an experienced house builder that might be interested in taking your land on to the next stage.

There are several routes to market (offering various degrees of risk and reward) – **we can talk you through all your options**. And if you would like, we can introduce you to one of our experienced financial experts who can outline what to consider when it comes to tax implications (or allowances!).

Of course, you may feel you're better off going it alone in order to maximise your return on your investment. But why not get an in touch for an initial discussion so you can find out for sure. **We'll provide you with the impartial, no obligation advice you need to make up your own mind on the best option for you.**

FEATURE

Why it pays to use an agency that understands rural land



Words: Stuart Cassidy,
Director Land & New Homes

“WHEN YOU’RE STARTING TO THINK ABOUT DEVELOPING YOUR LAND, WHETHER ITS FARMLAND OR SIMPLY PART OF YOUR ESTATE, YOU MAY WONDER WHO THE BEST PERSON IS TO REACH OUT TO FOR SUPPORT. IS IT THE LOCAL PROPERTY AGENT YOU’VE HAD DEALINGS WITH BEFORE, OR IS IT AN AGENCY WHO SPECIALISE IN JUST THIS KIND OF THING?”

10 REASONS TO CONSIDER A SPECIALIST...

1. We'll secure you a better price

Because we deal with developers and housebuilders every day, we talk their language and understand their needs. We also understand the various stages of the planning process and how it works in rural and semi-rural areas.

2. Outstanding sales skills

Selling property and selling land are two very different skillsets. We excel at rural land negotiations and how to make them profitable. And of course, if you later need our property team we'll be happy to introduce you!

3. We probably already know your buyer

Thanks to our network of housebuilder and new homes contacts nationwide, it's likely we already know who would be interested in hearing about your land's potential.

4. We know the right price

Thanks to exclusive access to the leading land insight technology and local sales data, our team knows how to value land accurately.

5. Land deals are our sole focus

Our dedicated land and new homes team are truly specialists. This is what we have been doing for many years and our experience will secure you the best possible returns.

6. We're nationally connected

As members of the Land & New Homes Network, we have a nationwide database of experts

including planners, architects, and of course, property developers and housebuilders. All of whom are experienced working with rural and semi-rural planning and design.

7. We offer a range of options when it comes to fees

You'll hear plenty of land agents tell you they'll pass the fee on to the developer, but is that the best way to get the value you deserve? You can find out more about the way we charge in our fee document (simply ask one of our team for your copy).

8. Planning won't be a problem

Our longstanding experience in planning rural developments, overcoming even the most complex of challenges, means that we know how best to get your planning applications approved and your build one step closer to completion.

9. We have all the bases covered

If your site appeals to developers that are looking to sell and/or let the properties after build, we have partners in those areas of our business, who will be happy to help us put together a compelling sales package.

10. Your needs are our priority

We've built our business on getting the best possible deals for land. And we'd love to do the same for you.

FEATURE

Helping you understand the value of your land



There's been plenty of interest in the media about our changing living and working habits as a result of the pandemic, meaning the value of land, particularly outside of our biggest urban areas, has risen greatly in the last year.

We're finding many landowners are taking this opportunity to reassess their options, to begin the conversation and investigate the value of their assets so they can make informed decisions.

If you're looking for clarity about what your potential plot is worth, or have questions about planning, developing or selling, we can give you the answers you need.



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We have access to exclusive land data and technology, and we've created ways of working that are completely COVID-safe so we can provide you with the most accurate information possible.

We will appraise your site, analyse our live database for relevant local planning applications and assess the latest market data as well as consulting our national network of active and passive buyers.

How we work

As we move out of the pandemic and restrictions ease, face-to-face site visits have once again become possible. Naturally, we'll take all necessary precautions and use the relevant protective equipment. We'll also thoroughly sanitise any contact areas as we go. You can be reassured we'll give you plenty of notice and share some guidance with you on what to expect before the meeting.

We've also been in touch with all of our partner organisations – housebuilders and developers for example, to check that they're adhering to safety guidelines and sympathetic to customers concerns about this aspect of visits and meetings.

Despite the fact ways of working are returning to normal, we'll be happy to communicate with you in whatever way suits you, and the conversation, best. If you'd prefer not to have a sit-down face-to-face conversation yet, our team will happily meet you via Zoom video conferencing, WhatsApp for video calls or discuss your situation via email or the telephone. There's absolutely no obligation. And we won't charge you for this initial evaluation.

If this feels like the right time for you to start talking about the future of your land, whether you're seriously considering your options or just interested in finding out your land's worth, we're here to help.

Whether it's a far-flung pocket of your fallow farmland or a corner of your garden in a market town, we have the expertise and the network you need to understand the potential of the land you own.

From assessment to advice, planning support to partner selection, get in contact with us to get the conversation started today.



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To learn more about Cassidy & Tate, get in touch today:

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