

Countrywide
Land & New Homes

The complete property service for developers

A BESPOKE OFFERING
FROM LAND ACQUISITION
TO SALES COMPLETION





Introducing Countrywide Land & New Homes

At Countrywide Land & New Homes we are dedicated to delivering exceptional land acquisition and sales performance. Despite a constantly changing landscape in the property market, we are confident there has never been a better time for our clients to work with our team to excel in the market by combining in house expertise with our exceptional range of products and services.



I am proud to be able to lead a group of people that we truly believe offer a unique proposition in the market, with what we also consider to be a genuine 'best in class' service. This stems from the investment we have made in our vastly experienced team, which is backed by the largest integrated property services group in the UK - around 500 Countrywide branches and part of the 1,200 branch strong Connells Group.

We have experts available to handle everything from sourcing sites for future developments, providing local market sales reports, offering bespoke shared ownership support and the capacity to create an advanced digital marketing strategy.

We have genuine industry expertise in these areas and the added benefits of this experience has meant that our solutions have been specifically designed to help our clients achieve their particular business goals and sales objectives.

Whilst acknowledging different levels of experience and expertise amongst our clients, our team always work collaboratively with developers, providing a bespoke

sales service which suits that individual business. This will range from a sole agency or referral sales service through to full site management with highly knowledgeable professional staff.

Once the client is satisfied with an agreed approach, our sales reach delivers through our branch network which is supported by constant investment in innovative online and offline marketing solutions.

We are certain that our proposition will enable your business to achieve more than ever and as we begin our partnership key colleagues in our Land & New Homes team will of course discuss individual requirements with you as appropriate.

Owen McLaughlin
Managing Director

From search to sale

As part of the UK's largest integrated property services group, Countrywide Land & New Homes offers unrivalled service and expertise, providing specialist end-to-end services for developers.

Countrywide Land & New Homes is the UK's leading Land & New Homes agency. From initial land acquisition, through to market intelligence reports and new homes sales, we deliver a market-leading level of integrated support.

With a UK network of around 500 offices we couple nationwide coverage with local expertise, offering a full range of products and services to meet all developers' needs. Our clients include SMEs, many of the UK's regional and national developers, public bodies and institutions, private and corporate landowners, Private Rented Sector (PRS) investment funds and housing associations.

Our experienced team of new homes professionals, are backed by the largest network of award-winning high street estate agency brands across the UK.

The size and reach of our property service underpins our ability to deliver a one-stop solution for the benefit of our clients. Our national coverage consists of a network of regional teams, all of whom are highly trained and well regarded within the industry, with significant and relevant Land & New Homes experience. We offer a bespoke service tailored to the needs of our clients, which has resulted in us being the first choice for developers nationally.

In addition to being presented with the best development opportunities by the Countrywide Land team, our clients also receive direct and exclusive access to additional opportunities through our sister company Lambert Smith Hampton, one of the largest commercial agencies in the UK.

Through all of this we offer a plethora of services from sourcing profitable on and off-market development opportunities to producing detailed, accurate and independent market intelligence reports. This gives developers the confidence to make sound investment decisions.

From designing and implementing robust sales and marketing strategies for our clients to regularly staffing sites and managing the customer journey, we look after all of the elements that make a new homes site run smoothly.

OUR RANGE OF SERVICES INCLUDE:

- ✓ Market Intelligence & Consultancy
- ✓ Land Sourcing, Acquisition & Disposal
- ✓ New Homes Sales & Marketing
- ✓ Shared Ownership
- ✓ Sales Solutions & Estate Management

As the UK's largest Land & New Homes agency, Countrywide combines unrivalled resources with national coverage to achieve stunning results on a regional level. With the largest multi-branch network in the UK, it's our strength in numbers that sets us apart.

KEY POINTS

- The UK's largest property services group, with extensive development knowledge.
- In excess of 120 highly trained and experienced Land & New Homes professionals operating in over 500 UK locations.
- Forensic local knowledge, for a competitive edge in land sourcing and sales planning.
- Multi-level marketing support across all platforms and media.
- Unparalleled Shared Ownership and support services expertise.



Market intelligence & research

We recognise that assessing the value of a potential new site is an important and often complex process. We have an unrivalled capacity to deliver precise market intelligence to our clients.

Our access to significant property data sees us lead the way in residential market intelligence and consultancy. We have our finger on the pulse and are able to provide the highly detailed information that our clients need to make decisions on investment and acquisition, development mix, pricing and sales & marketing strategies.

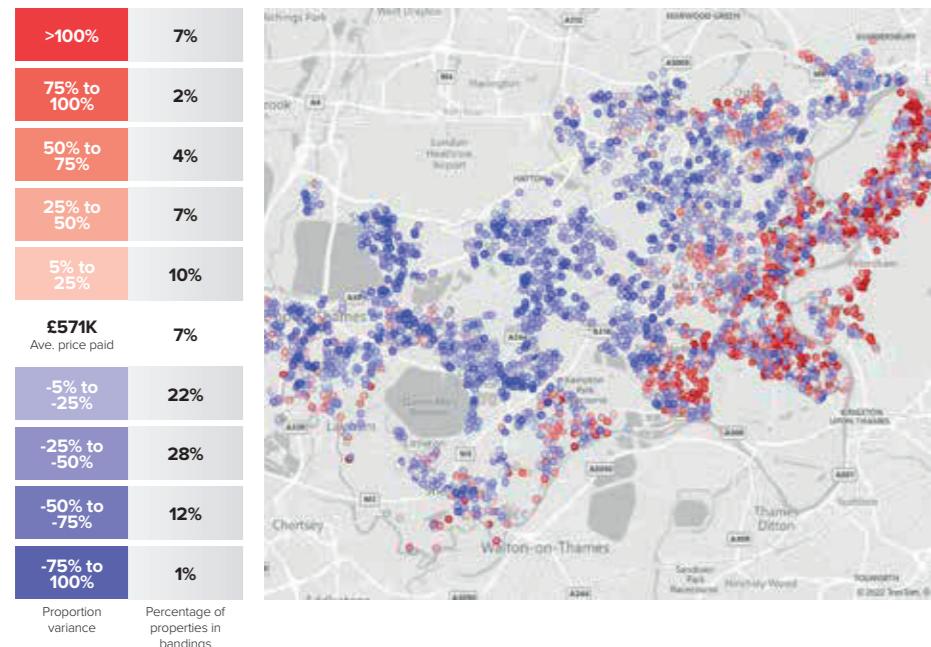
Coupled with our considerable 'boots on the ground' knowledge, our accurate and

independent Local Market Reports (LMRs) enable developers to be confident at every stage of their planning. For maximum accuracy, our LMRs utilise data from full postcode level to present a detailed analysis of residential local market activity.

This is supported by exclusive access to Countrywide Surveying Services data and our nationwide branch network, making us your local experts.

Typical data example:

Price paid heat map of property purchases in 2021 across the Twickenham postcode area.



OUR LOCAL MARKET REPORT CONTENT INCLUDES:

- ✓ Residential Market Pricing, Trends & Volumes
- ✓ Market Sales & Lettings Listing Trends
- ✓ Local Demographics
- ✓ £ per sq.ft. Data
- ✓ Shared Ownership Data



KEY POINTS

- We use the very latest data in our Local Market Reports to ensure our clients have accurate and up-to-date market intelligence.
- Inclusion of proprietary data, including that of Countrywide Surveying Services.
- Full postcode level data sources as a basis for analysis, defining markets that reflect our clients' needs.
- Access to profile characteristics through our extensive branch network applicant databases.
- Helping to advise throughout the development process, from acquisition and pricing to sales & marketing strategies.

Countrywide Market Intelligence & Research also offers bespoke consultancy work, advising on a range of topics from wholesale regeneration advice for local authorities through to portfolio assessments, full scheme design and pricing advice.

Land & planning opportunities

Irrespective of the size of the site you are looking to acquire, the Countrywide Land team are able to provide comprehensive advice and local expertise, supported by current market intelligence, which assists us in maximising the value of your investment. Our vastly experienced team of regional land managers support our local branch network to provide a constant flow of new opportunities for your next development.

We advise and act for a wide variety of individuals and companies in the acquisition and disposal of residential development sites and schemes for other uses. Our numerous clients include private and corporate landowners, local authorities and government departments alongside most of the UK's national and regional housebuilders.

Countrywide Land & New Homes has invested heavily in its dedicated land proposition to provide a fully integrated land offering. Our strategically based land divisions handle quality on and off-market sites throughout the UK, using our expert local knowledge to guide landowners, developers and a variety of companies and organisations through the frequently complex disposal or acquisition process. This enables our clients to shorten delivery timescales and maximise returns.

Breadth of Service

The demand for land for redevelopment remains constant. From 'greenfield' sites through to 'brownfield' opportunities, we are aware of the challenge to create developments that are highly constructed and meet rigorous environmental standards and complex housing needs, including affordable rented and shared ownership schemes.

Using a wealth of professional expertise and experience coupled with our scale, Countrywide can help developers benefit from this demand for land by securing profitable opportunities on their behalf.

We deal with any size of site, from a 'spare' piece of garden to a disused factory complex.

We have strong relationships within the industry that ensure our clients get the highest standard of service and are guided through the entire project. Our primary advisory services include:

- ✓ Guidance on scheme optimisation, maximising yields in any given location
- ✓ Viability assessment of projects prior to acquisition
- ✓ Purchaser profiling
- ✓ Comparable evidence and competitor analysis
- ✓ Detailed appraisals covering local demand for the product on offer and local demographics
- ✓ Creation of innovative marketing campaigns to maximise footfall and subsequent sales

Our groups unrivalled branch network considerably benefits our developer clients at the time they seek end users or to dispose of their asset. In addition our branch network with around 500 offices on some of the UK's busiest high streets is a constant source of land and development opportunities. We also work closely with our sister company Lambert Smith Hampton (LSH) to supplement the development opportunities on offer. LSH are one of the largest commercial agencies in the UK.

We are the UK's largest integrated property service.

Whether you're looking to buy or sell land, our national dedicated Land Department advises and assists across the full spectrum of the land and planning process.

KEY POINTS

- Our strategically based land divisions handle on and off-market sites throughout the UK.
- Land opportunities continually sourced through around 500 offices nationwide.
- Existing relationships with local, regional and national developers.
- Our multi-branch network is Britain's largest - giving us in-depth sector knowledge and expertise in every post code to offer a unique marketing approach.
- Unrivalled commitment and knowledge within the affordable housing sector.



Specialist new homes marketing

Taking new homes marketing to the next level - we exceed expectations by providing bespoke detailed marketing planning, execution and reporting, to suit each project.

We've invested heavily in our marketing function and added a specialist, dedicated team to the range of services we offer to our clients. We recognise that our clients want to see more in-depth knowledge of new digital channels and this is a key area of focus alongside the core marketing elements of print media advertising and on-site promotional materials.

Print & traditional media

We offer a flexible approach to the site set-up design elements of a new project, ranging from full-service support - the logo, signage, CGIs and brochure - to a more tailored service, including any of the associated material to launch a new development.

Branding & design

The marketing team will advise on design best practice, branding options and even which colour palette is likely to be most effective. We can work direct with a client's preferred design agency, or brief one of our panel approved companies, who are adept at providing new homes marketing support. Everything is carefully project managed to meet specific deadlines as part of a wider marketing strategy, working to a pre-agreed budget so there is absolutely no ambiguity throughout the process.

Digital marketing

This is an area of expertise which really sets us apart. Our marketing team consists of digital

marketing specialists who have spent many years honing their skills working for developers to promote and sell new homes.

Targeting buyers

We understand the nuances of paid and organic social media campaigns, how to get the best out of pay per click advertising and using pinpoint geo-targeting methods to reach our buyers. It is this level of understanding which enables our team to advise clients with absolute confidence on all aspects of the digital marketing mix, designing campaigns which are both cost effective and most likely to produce tangible results.

Monitoring & evaluation

No marketing strategy is complete without an effective reporting system in place to ensure we're staying on track and meeting pre-agreed targets. We keep an eye on the performance of all campaigns across traditional and digital media and offer reporting to the client's preferred frequency. Following sound methodology to gauge overall sales performance, we closely monitor all marketing activity, calls and emails across all marketing activity.

Digital analysis

Digital campaigns provide us with another layer of data, as well as accurate cost per lead information. Essentially this allows us to leave no stone unturned in understanding the effectiveness of our campaigns.

OUR RANGE OF SERVICES INCLUDE:

- ✓ Creative & Design
- ✓ Print Output
- ✓ Digital Output
- ✓ Hoarding & Signage
- ✓ Campaign Strategies & Analysis



KEY POINTS

- Our specialist team provides bespoke strategies in collaboration with the client and sales team to deliver targeted solutions.
- We offer a wide range of traditional and digital media channels to ensure comprehensive reach to each integrated campaign.
- The marketing support and campaigns we offer to clients have in-built marketing analytics to enable us to effectively report back on performance.
- Our advanced digital marketing techniques enable us to geo-target and re-target our buyers with direct messaging using online banner advertising.
- The specialist team we offer as part of the service are vastly experienced new homes marketers who have worked for developers.

We work with our clients to deliver the best marketing solutions, from "Coming Soon" activity right through to selling the last remaining homes.

National sales coverage

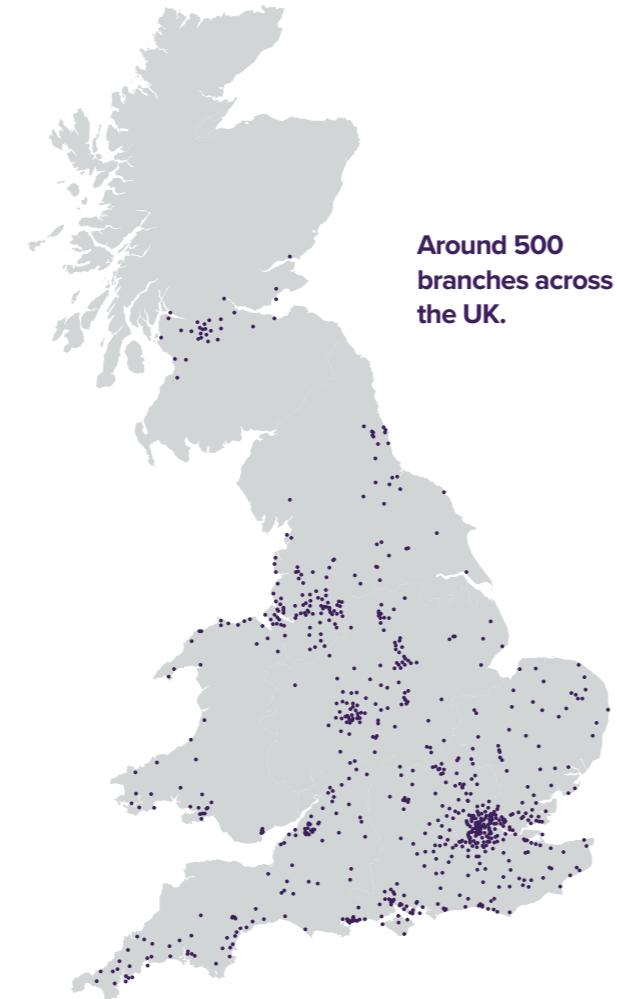
With our national coverage and unparalleled knowledge of the housing market, we advise on the best strategies to maximise your returns by achieving optimum values and sales rates.

Our New Homes business has grown significantly over the last 30 years, with a multitude of successful projects under our belt and a growing team of experts to lead and support the sales and marketing process. Throughout our nationwide operating area, we sell around 4,000 new homes per year, handling everything from clients with single homes through to the major projects we market for our largest corporate clients.

Our team will work with you to ensure that you have the very best chance to achieve exceptional results through our extensive range of services - services which often swing into action before construction has even begun.

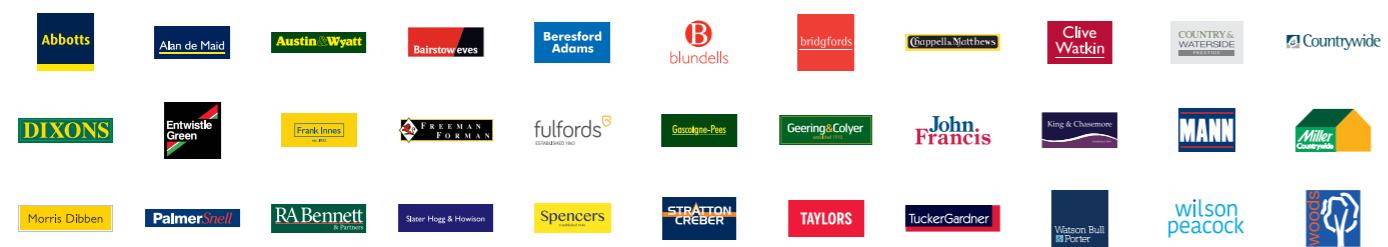
We review all aspects of a proposed development, including layout, size, optimum mix, specification and estate management, whilst offering advice on general fine-tuning of the development wherever and whenever you need it.

Our viability studies ensure that all factors in the local market are considered. This is where our market intelligence function combines perfectly with the local expertise offered by our regional new homes teams and extensive branch network.



Around 500 branches across the UK.

OUR BRANDS INCLUDE:



We become an extension of your team, an experienced partner you can trust, representing your company in the very best light.



New homes sales

We make sure you invest in the right aspects of each development whilst minimising costs and maximising profitability.

Site set-up

We will work closely with you to ensure that everything is ready for when the site goes live. This includes advice on phased releasing, layout of your sales arena and showhomes, site presentation and creation of bespoke, detailed and time specific Sales & Marketing Strategies.

Enhancing your profile

As standard your development will be advertised throughout our extensive office network, both in shop fronts and across shared applicant databases. Our offices are situated in the busiest high street locations throughout the UK. We will also ensure maximum visibility by showcasing your development on prominent property portals.

Increasing footfall

Our team are experts at promoting new homes sites, driving footfall to execute completions in line with construction delivery.

Site staffing and viewings

We train and manage knowledgeable new homes sales specialists to work on site and within our branch network to effect the sales process. We have sales managers, many of whom have worked for PLC developers, to oversee on-site activity.

Applicant qualification

Our mortgage advisors ensure that all applicants are qualified to purchase a new home before reserving at your development, ensuring lower cancellation rates.

Support buyers

We want to make sure that the customer's journey is as smooth as possible, advising them at every stage of the buying process through to handing over their new home.

Sales progression

Throughout the customer journey we will ensure that all buyers have access to conveyancing specialists. We will support them throughout the sales process and make sure we meet any agreed timescales set for exchange and completion. Our dedicated new homes sales progression teams, understand the necessity to act with efficiency at all times, driving down timescales from reservation to exchange.

Completion

On the day of completion we can assist with the handover and if required, carry out home demonstrations and record meter readings.

Review, report and recommend

Throughout the process we will supply you with data and analysis aligned to your KPIs. We will continually review our performance and make recommendations on how we can improve our service to you and your buyers on future developments.

WE CAN HELP YOU WITH THE FOLLOWING:

- ✓ Site Set-up & Marketing
- ✓ Increasing Footfall
- ✓ Applicant Qualification

- ✓ Sales Support
- ✓ Data & Analysis

"This truly was great teamwork where they became an extension of our team, I cannot recommend them highly enough - extremely pleased to have chosen Countrywide."

Mason Quincey - Managing Director, 21st Century Contracts Ltd

KEY POINTS

- We sell over 4,000 new homes per year.
- Over 60 respected and well-known estate agency brands in more than 500 high street locations.
- Over 5,000 new applicants searching for new homes registered nationally with us each week.
- Applicant qualification along with our dedicated sales progression team drives down timescales from reservation to exchange.
- We have a wealth of experience to ensure the process of marketing and selling your development runs smoothly and stress-free.



Affordable housing & shared ownership solutions

Our specialist affordable housing team provides high quality, bespoke sales and marketing services to housing associations, local authorities, registered providers and private developers.

This key function of our business is led by a team with over 30 years in depth experience and have managed large residential sales programmes, worked at senior levels for several housing associations and advised local authorities and institutional investors on how to enter the market and set up their offering.

We recognise the need to have a bespoke offering for registered providers. In an ever changing and innovative climate, the affordable housing market is experiencing unparalleled growth and our aim is to support all companies operating within this sector, from fledgling businesses to mature, fully operational providers.

Our service spans from initial investment advice, compliance and consultancy through to sales, marketing and customer care. We have a team whose background and core knowledge lies firmly within the affordable housing sector.

The team at Countrywide Affordable Housing Solutions offer a proven track record of understanding Homes England compliance requirements, advising on portfolio acquisition and developing scheme appraisals, along with sales and marketing strategies. Notably, the team have all held key positions and worked for many years with large regional providers, successfully

leading on sales performance, marketing delivery and residential property management.

The strength and depth of skills within our team is second to none. We have sold thousands of properties, exceeded KPIs for income, sales rates and levels of customer service.

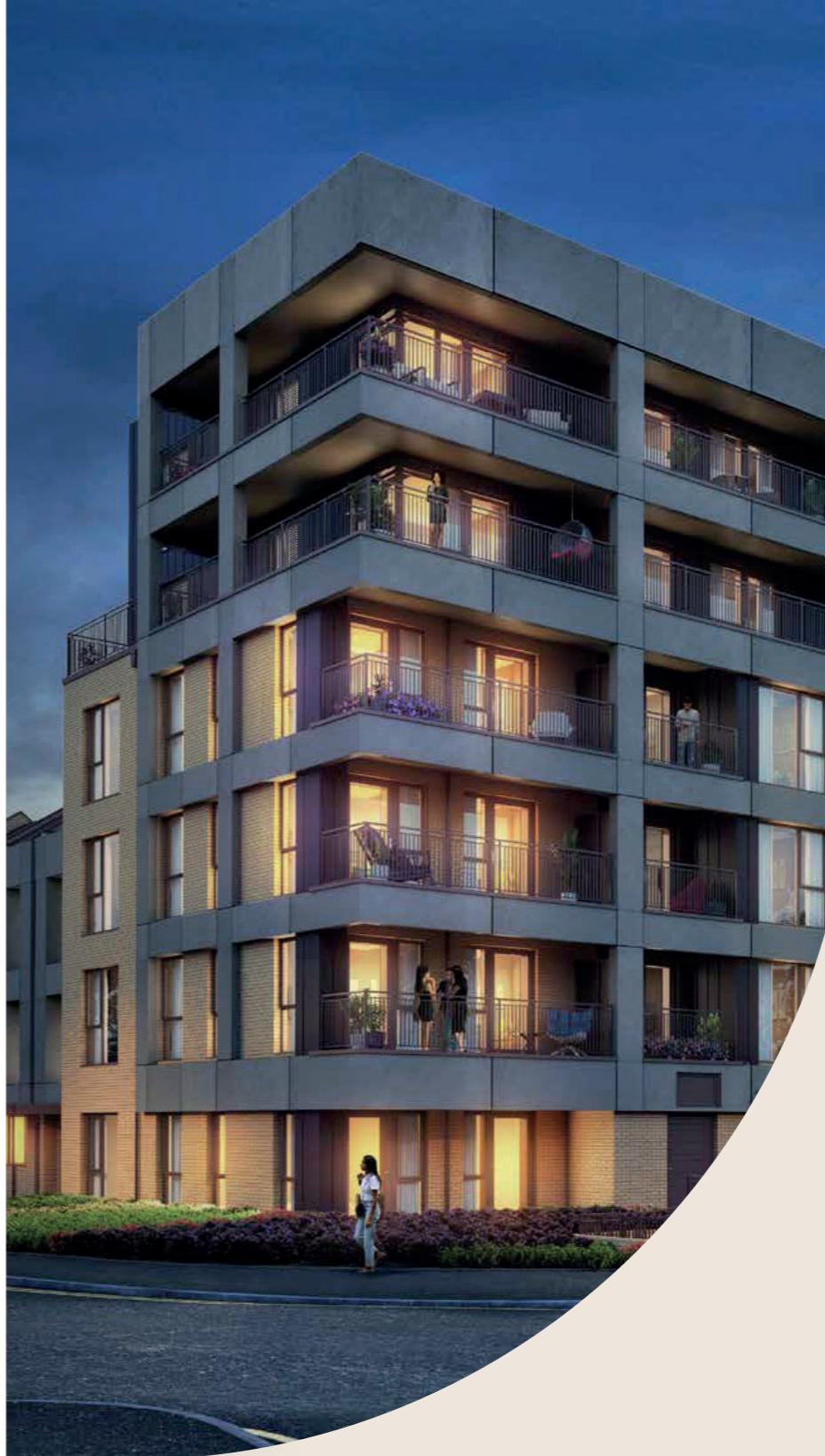
We work with Local Authorities and Registered Providers on a wide range of topics from Shared Ownership set-up and strategy to establishing Registered Provider status. This is an integral part of our service and skill set as more providers wish to enter the market.

Our team will work with you to ensure that you give yourselves the very best chance to achieve exceptional results for your business through our range of industry specific services. This starts with our bespoke applicant qualification process and mortgage application service, educating buyers of scheme benefits whilst ensuring total compliance. Our dedicated industry trained sales progression team handle all transactions, engage with all stakeholders through the process creating a seamless customer journey and driving down timescales from reservation to exchange.

We have experience of and offer advice on schemes such as Shared Ownership, Shared Equity, New Supply Shared Equity (NSSE), Discount Market Sale (DMS) and Help to Buy (HTB).

WE CAN HELP YOU WITH THE FOLLOWING:

- ✓ Specialist Industry Expertise
- ✓ Compliance & Consultancy
- ✓ Scheme Appraisal & Viability
- ✓ Sales & Marketing Strategies
- ✓ Stock Maintenance & Shared Ownership Management



KEY POINTS

- We sold in excess of 850 Shared Ownership homes in 2021.
- We advise LAs and RPs on home ownership, sales & marketing, risk mitigation, governance process and procedure.
- We work with providers on scheme appraisals and front funding Shared Ownership portfolios to ensure the right investment decisions are made.
- We provide detailed pre-acquisition and pre-sale research and strategic advice, enabling our clients to make the best decisions.
- We are the largest letting agent in the UK, with over 60,000 properties under management.

“Countrywide’s propositions are always compelling and bespoke - suiting the needs of the scheme in question and considerable thought is always placed in delivering an outcome in line with the briefing document and the intricacies of the scheme in question.”

Isabella Ferguson - National Head of Sales, Sanctuary Housing

Dedicated new homes sales support

The control, speed and efficiency of delivering homes to the market is critical to our combined ongoing success. Taking a reservation is just the start of this process. We offer a suite of services designed to complement every new home sale, ensuring that the value of your site is maximised.

Leasehold, block and estate management Budgeting and planning for pre and post-completion matters on any development is key to successful management and offers an unparalleled customer journey. Often overlooked by some developers, we pride ourselves in involving our estate managers from project inception, so we can help you get even the smallest details right.

With a diverse, expanding portfolio across the UK, we have a wealth of experience working with major developers. We've earned our reputation for perfectly placed agents with expert credentials and local expertise. We offer a comprehensive management service covering all aspects of property management.

We specialise in offering developers and freeholders advice on new schemes, as well as liaising with residential management companies, to ensure properties are managed efficiently and practically. We provide a personalised service tailored to the precise requirements of each development. Specific property managers can be appointed to manage the needs of the residents, offering a personal service which benefits from the advantages of support and assistance from a specialist nationwide company. We work actively on your behalf, protecting your interest and investment.

Assisted sales solution

Our three levels of assisted sales services are designed to meet the ever changing needs of developers. From part exchange or assisted move management through to a fully funded part exchange offering, our solution delivers measurable results in terms of speed, service and ease of management. Most importantly, our national coverage means we can offer unrivalled commercial savings through these

flagship products. With the UK's longest running asset management operation at our disposal and dedicated account management available for the benefit of our clients, we sell part exchange and agency sale assisted properties on behalf of all major housebuilders.

New homes mortgage solutions

Our New Homes Mortgage Service is the largest mortgage brokerage in the UK and has access to a complete range of products from a panel of high street lenders. With a streamlined sales process and a dedicated Mortgage Sales Progression Team, clients have 100% reassurance that their transaction is being managed effectively. Our expert team progresses mortgages on all new build, developer assisted sales and shared ownership transactions, providing the control required to deliver a mortgage offer within the specified time frame.

New homes property lawyers

Our dedicated Conveyancing Service is the largest UK transactional conveyancing business, an innovative market-leading panel manager and the most successful property legal firm in the UK. Our specialist new homes property lawyers are dedicated to handling developer transactions, ensuring the process is as efficient as possible. In addition, innovative technology ensures that applicants are kept fully informed through real-time updates via a 24 hour website tracking facility.

Residential lettings

We are the largest letting agent in the UK, with over 60,000 properties under management. This includes a portfolio of tenants who are looking to transition to home ownership. We are also well equipped to support this process, including a service to assist buyers when temporary accommodation is required between moving out of an existing property and into a new home.

In a sector where even marginal gains can make all the difference, it pays to have the nation's largest Land & New Homes agency on your side.



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