



Seymours

LAND & NEW HOMES



Your Development
Our Expertise

Welcome to Seymours Land & New Homes

From housing intelligence and site identification to planning and new homes sales and marketing, Seymours Land & New Homes is a client-focused land development agency providing a tailored service for every step of the way. A first-class property service throughout London and the South East.

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From initial concept,
land acquisition and
feasibility studies,
to selling new homes
off plan or finished,
we cover it all.

Working Together



Seymours Land and New Homes evolved from our successful Estate Agency network and has become one of the largest and most successful Land and New Homes companies in the South East. Our greatest success has been our ability to work with developers to enable them to achieve their project goals and this has helped define the service we now offer.

Our fully comprehensive service extends across the entire lifecycle of a development project. From initial concept, to land acquisition, feasibility studies and then onwards to the sales and marketing of the new homes development and beyond. However, it is our ability to adapt this to each site and developer which makes us stand out by delivering a truly bespoke service.

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Partners

Massimo Lanzalaco
Partner



Massimo heads up the Residential Development team with overall responsibility for both the Land and New Homes divisions. He has been in property for over 20 years running highly successful businesses across Surrey and a partner of Seymours since 2007. He has been involved in a number of significant acquisitions for his clients across the region.

John Ferrucci
Partner



John heads up the new homes sector for the company with over 30 years in the industry including the opening of Seymours Woking in 2003. John specialises in large projects working directly with our corporate clients advising on pricing and saleability through to branding and launching projects to market and achieving successful sales.

Franco Orlando
Partner

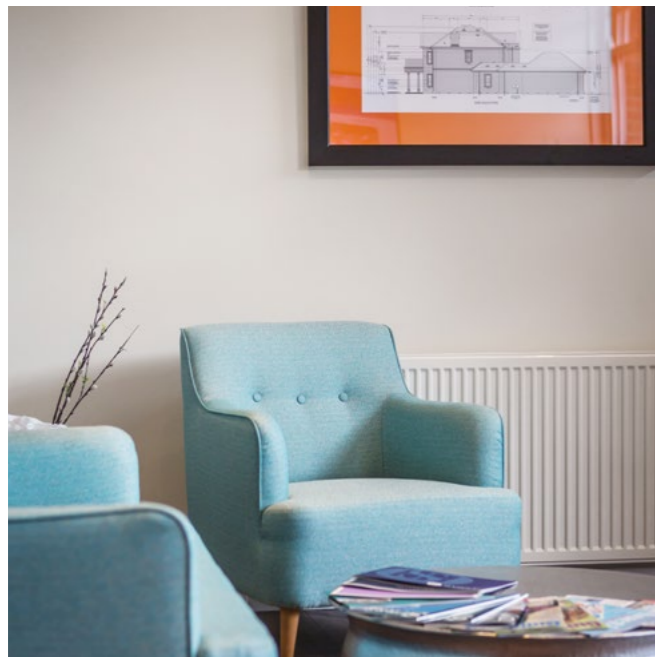


Franco Orlando started his career at Mann & Co in 1986 when it was the largest independent estate agency in the Country. By the 1990's it became Countrywide where he rose to Managing Director for Bairstow Eves (West London) Countrywide. In 2003 he left to open and become a Partner at Seymours Woking, which today is known as the leading agency in Woking.

The Seymours Advantage

With an extensive Seymours database right at our fingertips – interconnected between branches and our Land & New Homes division, no one knows the market quite like us!

- Founded in 1992 with all Partner run branches
- Leading independent agents in Surrey with 15 local Seymours Offices, plus:
 - Park Lane London Associated Office
 - Land and New Homes Specialists
 - Prestige Homes Office
 - Lettings Office
 - Guild of Professional Estate Agents representatives, ARLA & the Ombudsman

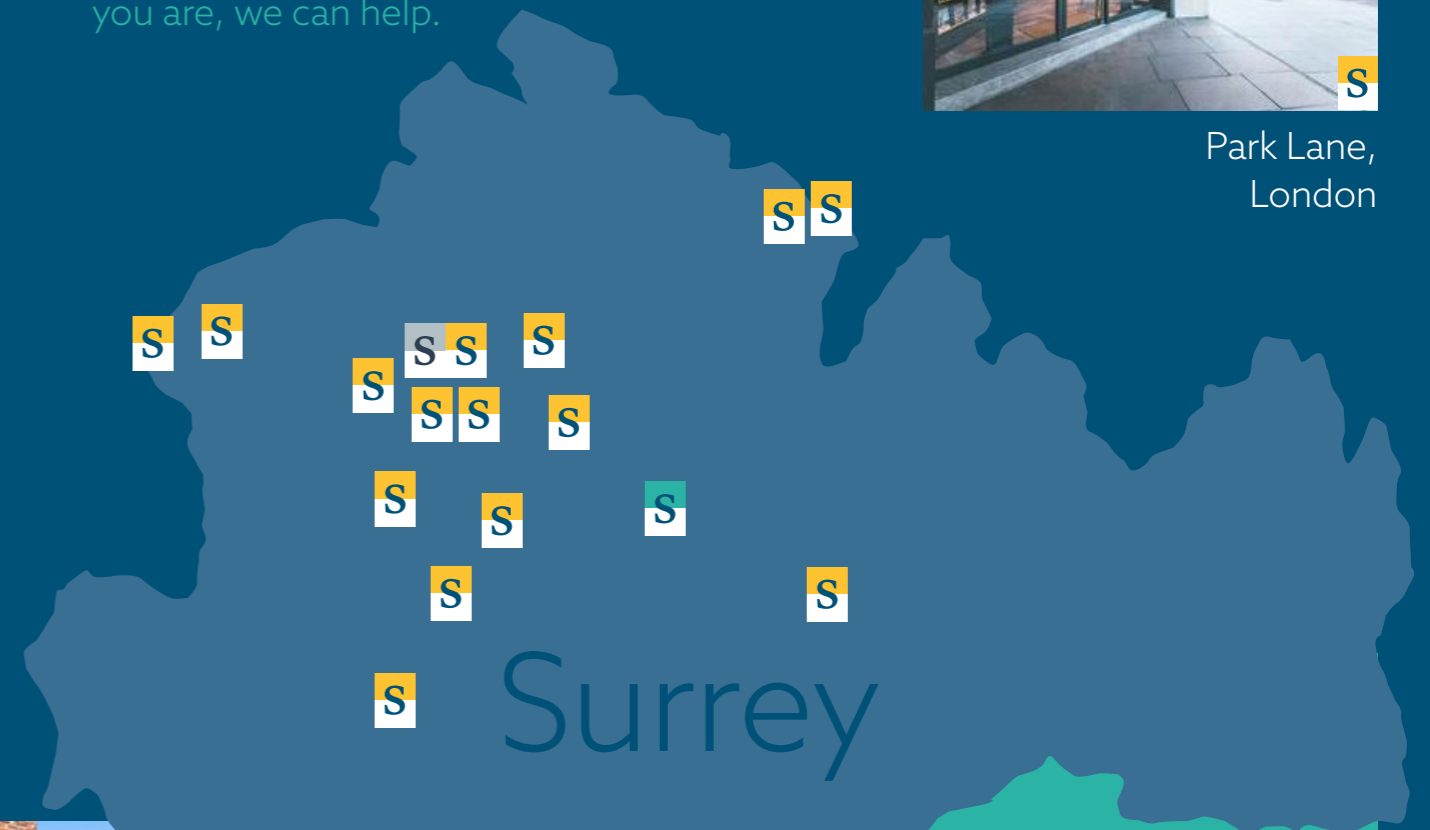


Seymours Network

When it comes to helping developers expand into other regions, we have a wealth of experience and contacts extending our reach, way beyond our branch network – wherever you are, we can help.



Park Lane, London



- | | | |
|--------------|-------------|---------------------|
| • Addlestone | • Guildford | • Surbiton |
| • Blackwater | • Haslemere | • West Byfleet |
| • Burpham | • Horsell | • Woking (Sales) |
| • Camberley | • Knaphill | • Woking (Lettings) |
| • Dorking | • Park Lane | • Worplesdon |
| • Godalming | • Ripley | • Land & New Homes |
| | | • Prestige Homes |

John Ferrucci
Partner



Simon White
New Homes Sales Director



Natalie Knight
New Homes Sales Manager



Beth Fox
New Homes Marketing Manager



The No.1 Agent for New Homes

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Sell your development with one of
Surrey's leading estate agencies.

We provide a specialist Marketing and Sales service for new developments in collaboration with the local Seymours partner run office. Our new homes team can start selling with an off-plan pre-launch or nearer completion when your Show Home is ready to wow.

Our network of 18 branches and Guild access to property seekers across the country means your development is marketed to a broad spread of potential buyers for faster and more profitable sales.

New Homes Sales

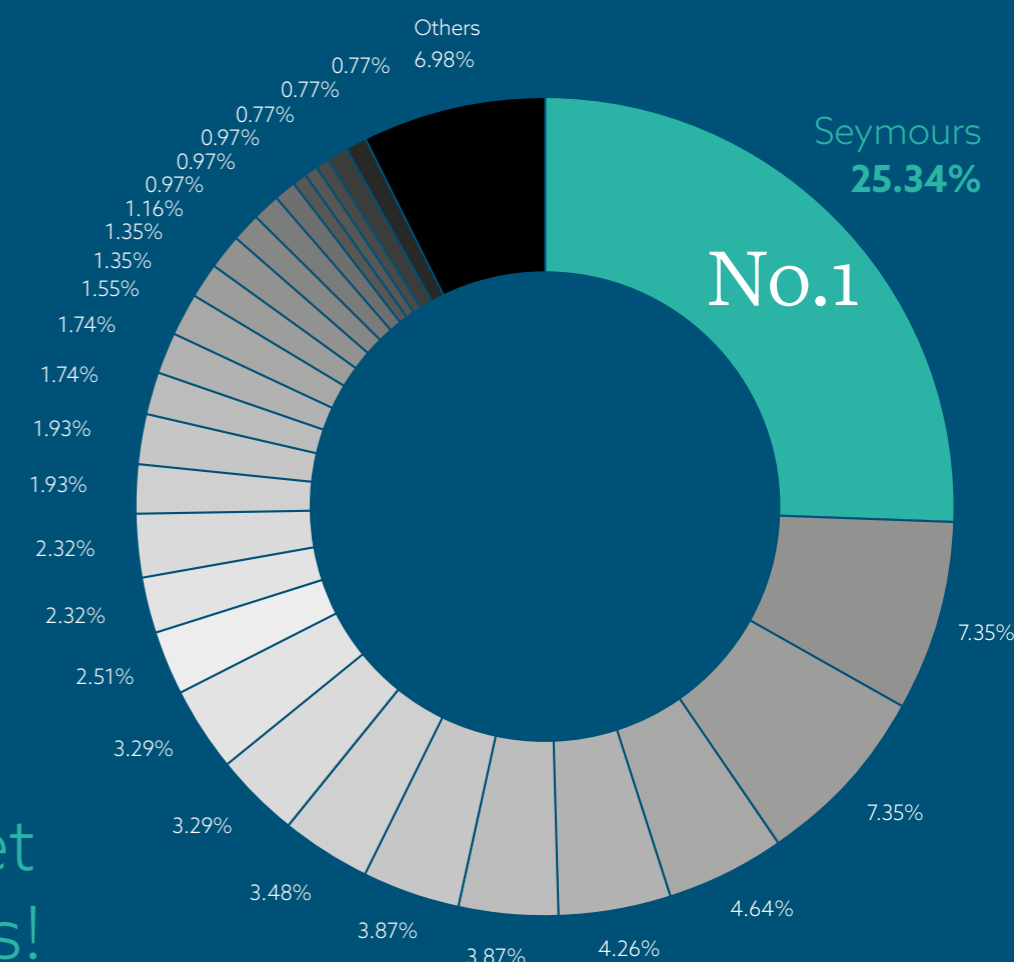
Led by a project director, you will have a single point of contact focused on your project, ensuring you get as much support and guidance as you need.

In addition to our expertise, we look to deliver your success through innovative solutions and provide wide-reaching and sophisticated sales and marketing campaigns fully supported by a network of market-leading, highly reputable local Seymours branches - reaching buyers right on their doorsteps.



No one
knows the
local market
quite like us!

Market Leaders for New Build Home Sales across Surrey



Date Range: 01st Jan - 5th Nov 2020

"Seymours have proven to be a critical player in the success of our growing business."

Geoff Atterbury, Director - Hawksmoor Homes

Property Marketing Services

From creating bespoke marketing campaigns to running launch events and Help to Buy seminars, our dedicated Sales and Marketing Team are there to ensure every step runs smoothly from launch through to completion.

The Seymours Land & New Homes team work in partnership with our network of offices across Surrey and can offer the full range of marketing opportunities appropriate to your development and can help guide you through the process of creating all the recommended marketing materials including;



Branding development & sales brochures

Create a unique identity for the development that can be used to market the scheme throughout the sales phases. Seymours can offer a specialist design service, including creating a development logo and identity alongside the physical printed brochure.



Computer generated images (CGIs)

Seymours will be able to organise internal & external CGIs - we work with a number of different companies depending on your budget.



Social media campaigns

We create targeted campaigns to run across Facebook and Instagram, gathering enquiries and focused momentum for launch.



Property portals

Seymours invest heavily in marketing properties across all the major websites that are available today with extensive coverage of the UK's leading property websites.

Hoarding & Site Signage

Development signage to generate enquiries and increase exposure.



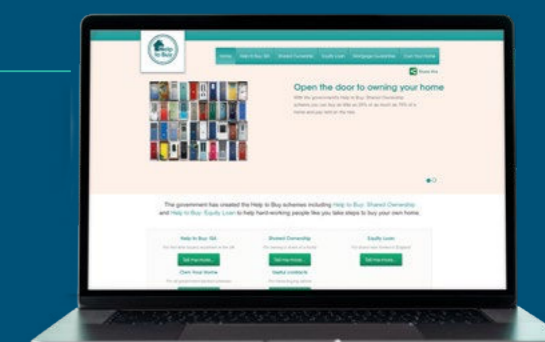
Targeted Email Campaigns

Matched out to our extensive Seymours database of over 50,000 applicants.

Help to buy website

Development listing on the Government Help to Buy web portal.

Additional focused marketing activities including the management of: print advertising, dedicated development microsites, professional photography and show home videos.



Selling your next development

It is never too early to plan your Sales and Marketing Strategy for your next development. We are very happy to take the time to chat through the details of a potential development and what value we can offer with no obligation on your part.



01483 355 444
john@seymours-landandnewhomes.co.uk

New Homes Portfolio



Britannia Wharf

52 APARTMENTS

Ashview Gardens

6 HOUSES



"The team at Seymours have been fantastic to work with because their professionalism is second to none and Phase 1 at Britannia Wharf has already sold out even before completion!"

We chose Seymours because they understand that strong and warm relationships with our customers are at the heart of our design-led homes and that good service is everything."

Steven Glover
Director, Consero London

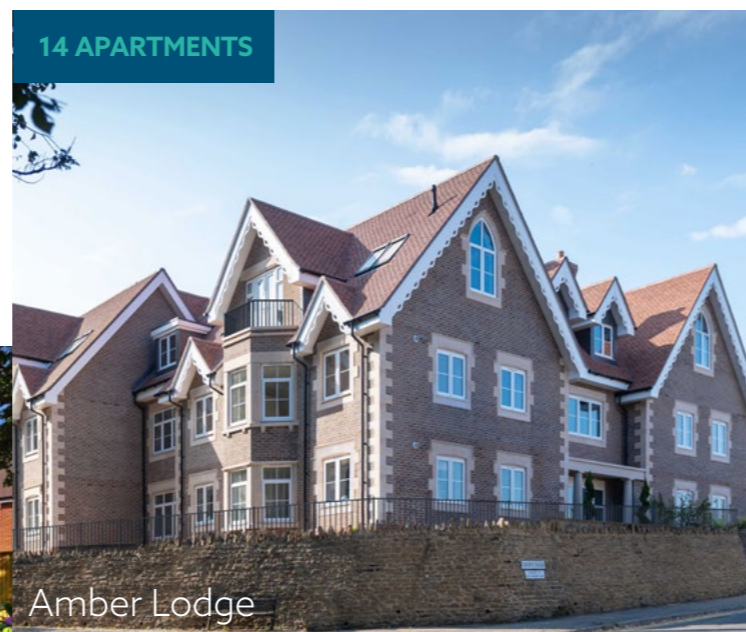


"When we launched our Oaks Meadow development in April 2018 which was to be our largest development to date, we had not worked with Seymours before but were very impressed with their pitch. With the support of the local Knaphill branch and the New Homes team, it proved to be a very successful business venture for all concerned."

Kate Pelling - Sales Manager, Shanly Homes



14 APARTMENTS



Amber Lodge

106 APARTMENTS & HOUSES



Oaks Meadow

"Seymours have an attention to detail and customer focus that any company would be proud of. The team dedicated to my development have truly lived up to the company's reputation."

Daniel Whiley - Sales Manager, FABRICA

82 HOUSES



Heatherwell Place

We have collaborated with Seymours Land and New Homes to market our successful Colborne Place development in Woking and more recently, Foxglove Meadows in Witley which is generating strong off-plan sales. We have found them to be extremely professional and excellent communicators who build good relationships with vendors to ensure a smoother sales process. We look forward to working with their Land and Sales teams to develop a mutually beneficial relationship long into the future.

Tony Pidgley - Director, Langham Homes

Seymours have exceeded our expectations on sales rate and service.

We asked Seymours to present to us for the selling of our Coombelands Gardens site in Rowtown, Addlestone comprising of 24 houses. We chose to instruct them and have since been impressed with the quality of the sales team on site and the integration with the local West Byfleet sales office overseen by the Partner Vince Nigrelli.

Dean Markell - Director, Martin Grant Homes

"We needed a strong local agent & Seymours exceeded our expectations."

George Spinks, The William Lacy Group



Elmbridge Court

8 HOUSES

Coombelands Gardens



24 HOUSES



HoopersHomes



Land & New Homes

seymours-estates.co.uk

Independent Land Experts

Expertise from the very beginning. Get the value your land deserves with our dedicated team working on your behalf.



The excellent Land and New Homes office based in East Horsley introduce us to development opportunities throughout Surrey and beyond. They work in partnership with a series of regional Seymours sales offices that offer traditional estate agent skills and local knowledge. We find the enthusiasm of all the teams we deal with refreshing and an ideal fit for our business."

Geoff Atterbury, Director - Hawksmoor Homes

Meet The Land Team...



Massimo Lanzalaco
Partner



Aaron Liney
Land Acquisition
Manager



Luke Belcher
Land Acquisition
Manager



Stephen Walker
Land Acquisition
Manager



Georgia Penfold
Land Acquisition
Assistant

"We are experts in identifying potential land opportunities and in helping maximise profitability."

Aaron Liney



Tailored to you

From large scale land sales to back garden selloffs, our team of Independent Land Agents buy and sell development land across the UK.



Our tailored selling service establishes the potential of your land and discusses the possible physical and technical challenges to explore as well as contract options, potential buyers and likely timeframes.

Let us guide you through the right land sale process for you and your circumstances.



Land Sale & Acquisition

Specialising in land sales of all sizes we work with small sites suitable for a single dwelling to large scale housing developments.

We listen to our developers and, based on your requirements, will actively seek out the land. The team will then identify the proprietor of the site, initiate purchase discussion at your request and manage the entire process.

We are constantly seeking out land opportunities and can provide our clients with information on brown and greenfield sites we are currently dealing with, as well as relevant sites our associates bring to our attention.

Planning Services

Our thorough planning services include:

- Planning feasibility studies
- Pre application submissions
- Planning applications and appeals
- S106 agreements and affordable housing
- Environmental impact assessments
- Discharge of planning conditions



Land Acquisition

Our dedicated land acquisition team identifies opportunities to buy all types of development sites – with or without planning permission.

Let us negotiate the acquisition on your behalf for the best deal.

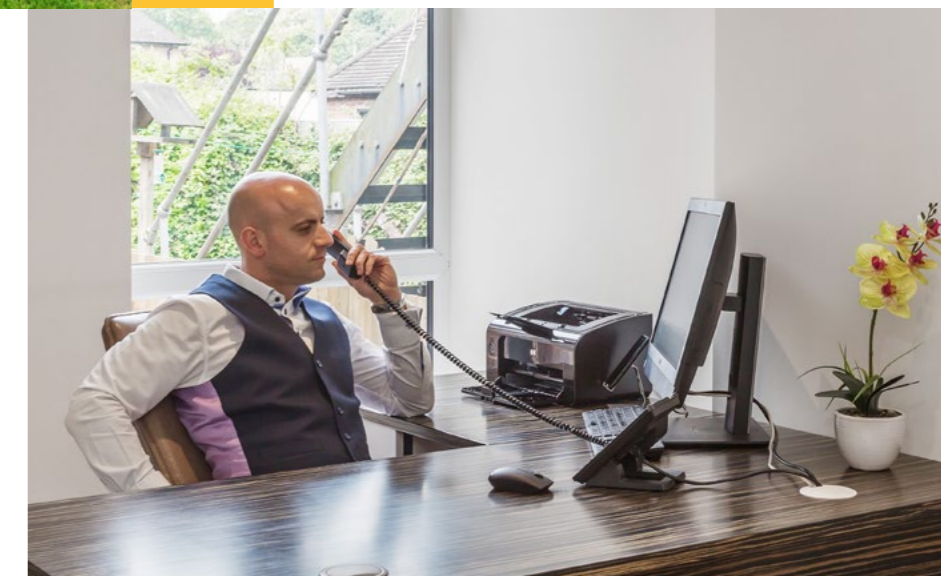


We offer land, development and property consultancy across London and the South East, covering:

- Valuation & Site Appraisal
- Planning Advice
- Research Analysis
- Land Sale & Acquisition
- Obtaining Planning Consent
- Development Appraisals
- Architectural Services
- Land Promotion
- Site Assembly

Land to sell?

If you are ready to sell your land or would like to know more about how you can profit from a land sale then get in touch. We are happy to chat through the details of a potential land sale with no obligation.



CONTACT US:
Massimo Lanzalaco, Partner
(01483) 355 444
massimo@seymours-landandnewhomes.co.uk

Land Portfolio

A variety of completed projects from identification, planning, design and build.



Avenue Court, Camberley

We acquired this site in Camberley on behalf of our clients. The office building benefited from planning permission which allowed conversion into 22 residential apartments with associated parking.



Law Meadows

Previously an equestrian centre in the heart of Pirbright village. This site was acquired by Seymours Land Team on behalf of Hawksmoor Homes. We were able to work closely with Pirbright parish and Guildford planning department to overcome the planning restrictions. Respecting the surrounding village setting and landscape of the site was paramount in the application and planning permission was successfully granted for 9 bespoke properties.



Ashview Gardens, West Byfleet

We were delighted to acquire a site on behalf of our client with planning permission for 7 family homes in New Haw, West Byfleet.



Silkmore House, Guildford

Acquired this site subject to planning for one of our clients. Successful planning permission achieved for 4 detached houses.



LoknStore & Parrington Autos

This site in Woking was a land assembly of an old storage warehouse, four houses and a builders yard. We acquired on behalf of our clients on a subject to planning basis who then achieved planning for 52 apartments over the two sites. The development scheme was sold on to a housing association bringing much needed affordable housing to the area.



Britannia Wharf, Woking

We worked with the landowner to find a joint venture partner on this site in Woking. The old office building had planning permission to be knocked down and replaced with 56 new build flats.





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