

# **THE SPECIALISTS IN LAND PROMOTION & DISPOSAL**

**Charlcombe Estates & The Silverwood Partnership**



# **MAXIMISE YOUR LAND'S POTENTIAL**

**Charlcombe Estates and The Silverwood Partnership have joined forces to offer landowners and their advisors a unique service at no financial outlay, namely the planning promotion and sale of potential development land.**

**We will manage the whole process for you. By using our expertise and experienced team of consultants we achieve a very high success rate.**

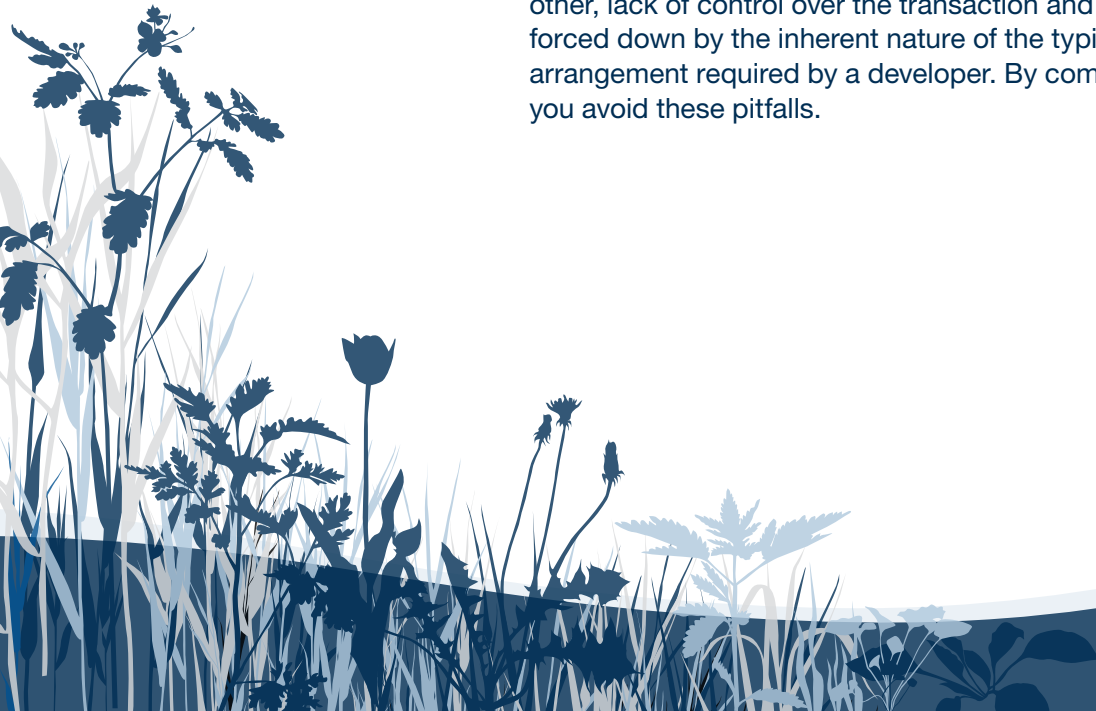


## TAKE AWAY THE RISK

**Promotion to achieve a planning consent is both a time consuming and expensive process.** To satisfy increasingly complex legislation and regulations the costs amount to tens of thousands of pounds, even for the smallest site, and can be very much higher for larger sites.

Until now, landowners either had to take on this work themselves, by using consultants at their own cost, or enter an option agreement with developers, having then to settle for a percentage of the value of the land (determined by valuation rather than open market sale) once it had a planning consent.

Both options have disadvantages including, on the one hand, high risk costs and management time and, on the other, lack of control over the transaction and a low price, forced down by the inherent nature of the typical discount arrangement required by a developer. By coming to us, you avoid these pitfalls.



## ABOUT US

**Our partners, Alastair Gibson and Kevin Bird, bring you the benefit of over 35 years' development experience.**

**Alastair Gibson** is a qualified chartered surveyor with a degree in Land Management and Director level responsibility in both PLC and private companies handling land acquisition, planning, development and disposal, including setting up and running a national corporate land disposals unit for one of the UK's largest surveying Groups.

**Kevin Bird** specialises in residential development and obtaining planning permission on difficult sites. He was Managing Director of a large private house builder and, prior to that, Director responsible for land procurement and planning applications on a number of prestigious projects for a major Plc house builder.

This combination of track record, knowledge and contacts makes us ideally qualified to assist you in maximising the potential and value of your land.



## HOW IT WORKS

**We enter into an agreement with you, the landowner, to promote your land for development within an agreed timescale.**

If we are successful in obtaining a planning consent, the land is offered for sale in the open market, in accordance with an agreed marketing strategy. This will fully expose the land to ensure the maximum sales value is achieved through competition. We then receive a percentage of the sales proceeds, plus our costs. We will agree the percentage with you at the outset, but typically it's around 20%, and we will also agree a cap on our costs.

**IF WE DON'T OBTAIN PLANNING CONSENT, WE BEAR ALL OF THE COSTS INCURRED.**



## WHY THE CHARLCOMBE & SILVERWOOD ROUTE IS BETTER FOR YOU

We help you achieve far higher returns than you would with a conventional developer option, where you only receive a percentage of 'open market value', determined by a valuation exercise, as opposed to market exposure.

**Your objective is the same as ours – to achieve the highest possible price for your land!**

**We offer you a number of advantages:**

- We will promote your land for development at our own cost.
- We will work with your existing consultants, where appropriate, or use our own expert team for the promotion process.
- We are renowned for overcoming legal and technical planning challenges, and winning planning consent in sensitive locations.
- We will agree a realistic marketing strategy with you and your advisors, to ensure the maximum exposure of the land and highest return to you.
- You benefit from our considerable planning and marketing expertise.
- Since we invest our own time and money in each project that we undertake, we are fully motivated to maximise the value of your land.
- **Nb consent, no fee.**



## PLEASE CONTACT US NOW IN CONFIDENCE

If you are a landowner with potential development land, or a consultant with landowner clients who might welcome our services, please phone or email Alastair Gibson or Kevin Bird:



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