

PROVIDING MARKET EXPERTISE FOR LAND OWNERS AND DEVELOPERS

GL & Co is a highly successful, multi-disciplinary property practice, established for three decades. Our Land & New Homes department specialises in assessing development potential and advising on the viability of potential projects, primarily across Sussex and Surrey.

Development Services

Clients benefit from our knowledge and extensive experience of the following:

- Residential and commercial development
- Change of use from commercial to residential
- Residential and commercial conversions
- Sale and acquisition of strategic land
- Identification of potential development within the curtilage of existing residential properties

Many of the development sites and conversions which GL&Co deal with are not available on the open market and are borne out of our relationships with the land/

property owners. This then allows for confidential and exclusive negotiations. Our Land and New Homes department has an extensive range of contacts to source new land opportunities and facilitate sales to client developers, whilst ensuring the seller receives an optimum price.

Marketing

Following the identification of a site you benefit from our expertise on:

- Planning issues
- Market conditions and competition
- Local housing needs
- Specification suitability
- Appropriate methods and timescales to release the development for sale



SUCCESSFULLY ADVISING ON PROPERTY DEVELOPMENTS FOR 30 YEARS

We create a bespoke sales and marketing programme as every development is unique and needs its' own individual marketing strategy.

Our dynamic attitude towards marketing promotes our clients' properties to a wide reaching, appropriate audience, finding motivated and qualified buyers.

This proactive marketing campaign includes:

- Targeted personal contact with our database of qualified buyers
- Branded newspaper and magazine advertising
- Targeted email advertising and e-newsletter marketing
- Promotion via our industry respected social media network
- Launch events and open days
- Resource for your development within one of our own local offices whilst the development is undertaken

You can also benefit from professional brochures, CGI and artist impressions, high resolution window displays, free standing displays, site hoardings and signage, scale models and many other marketing tools which can be utilised to promote your investment to maximum effect.

London Networks

Working closely with our London Mayfair Office and the network of over 300 linked regional associated offices, we provide real benefit to our clients as buyers are steered to our local offices from across the country. The Mayfair Office showcases our properties and developments to the London market. In addition, it hosts a property exhibition twice a year where we promote our properties, new homes developments and geographical area to affluent London buyers looking to move or invest.



Experts in assessing the
development potential and the
marketing of sites and projects

