



# Land & new homes

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All information correct at the time of printing. Any item in this booklet is subject to change at a later date.

# Welcome,

Since 2004 we've been serving the people of West Sussex and we've helped hundreds of clients sell, buy and let their properties.

Whether you've got land to sell, new homes or need professional advice on maximising your investment, we would love to help.

We've dealt with national builders and small single plot builders.

Whether we are selling land or new homes our job is to look outside the box on how we can uplift your profits.

Maximising the amount of interest we can get for you, means you can pick and choose from multiple offers. Everything we do is in complete confidence, your happiness is our priority.

**Thank you for your time, and please get in touch with us if you have any questions whatsoever.**



A handwritten signature in blue ink that reads "S Adams".

**Shaun Adams MNAEA**  
Managing director and owner  
Cooper Adams



**\*Disclaimer:** The information in this guide doesn't constitute legal advice.

# Land

## Delivering value for your land.

**As a landowner or property owner with land, you will realise you have value in your asset. Have you explored all the avenues and possibilities to gain the maximum return on your investment, without financial outlays?**

If you have already applied for planning consent and intend to sell, did you know that there are many possibilities and routes forward available that are often overlooked? Put simply, your land could be worth much more than you think. Our job is to explore these routes, looking at your requirements to obtain the best result for you. We are becoming specialists in providing landowners with specialist insight and intelligence and on introducing you to trusted property buyers and local specialists.

Plus, we have a team behind us with the experience and expertise of dealing with a range of national, regional and local house builders, so if you are thinking of selling we can often introduce you to a serious buyer who will often pay more than many others.

*Tell us where you are now and we'll help you reap the rewards for the future.*



### Has my land got potential?

Whether you have a larger garden and no longer need all the space, own land that could form a part of a bigger piece with other neighbours, own commercial premises or strategic land on 'edge of settlement', or a site with planning history, there are many options open to you. We with our back-office team of national land experts can give advice on maximising the value of your asset.

"What's my land worth?" There are many ways to obtain a land value and rather than investing heavily on planning permission there are other ways and means to find this out. 'Planning granted' can sometimes be difficult to achieve, and it often requires experience and a lot of technical knowledge. This is just one of the areas where we can help.

If you're selling land, and you are the decision-maker, we give you as much advice as you require. You should always choose the route that works the best for you; we will support you with advice to go through planning yourself, or we could guide you through the simpler process of selling to a developer or house builder. There are always other options and once we understand your priorities we offer guidance and suggestions to the best route for your needs.

### Find out more about the intricacies of selling land.

We work with house builders, planning consultants, architects and developers across the UK and can help you achieve the very best price within your time-scales. It all begins with a conversation. Planning refused? Planning submitted? Planning granted? Tell us where you are now, and we'll help you reap the rewards for the future.

# Planning

## I've applied for planning consent

**Congratulations! This can be tough – over the following months there could be further niggles, but as long as your local authority is helping you in the correct ways (always best to have a 'pre app') and if you are engaging great architects and planning consultants, you should be heading in the right direction.**

When considering the next steps, our local expertise and connections can help you get on track to maximum profit as soon as possible.

First of all, we will provide development consultancy advice, which will include market research, as well as pricing guides and market assessments, in preparation for when you obtain planning. Next, the choice would be if you wish to develop the site or maybe to sell the land on. You need to appreciate that many house builders and developers will work in partnership with landowners to ensure that a planning application is one that, once approved, will appeal to an end-user (the house builder).

Why not have a completely confidential chat, with no strings attached to consider all the different routes available to you. Our job is to always give expert guidance to help you reach the best outcome at the best-selling price for you.



## If planning is refused

This can feel like all is lost, and your journey has ended. But far from it, this could be the start of a new journey. Our job is to offer guidance on alternative routes for you and a fresh start.

There are new routes available. Maybe to submit a planning appeal, looking at all the reasons for refusal. The refusal will give the exact reasons which can be overcome meaning a new application will more likely be accepted.

A high percentage of planning applications are refused the first time around. We will guide you through the maze of reapplying, we can also look to find a buyer for you who is willing to take the baton and carry on with the planning process themselves, and once through, contracts can be exchanged.

Basically, we are saying don't give in, we are here for you. Have a chat with us to see the best route forward for you. We are ready when you are.

## If planning is approved

YIPPEE! You've done it. Now you need to reassess all the forward options. You have a valuable asset that is very attractive to many developers and house builders, they may not have the time to take risks buying land without planning.

You now have the option to build the site yourself or sell the site. Before you decide, we can give you an up-to-date valuation.

At this stage, we recommend getting a revised land valuation – based upon the newly achieved planning consent – as well as a full marketing appraisal on the value of the new build units to work out the gross development value.

It may give a stronger reason to sell before commencing with the building work. Whatever your decision is, we will give as much advice as you need to make the right choice, and if it is selling the land, we have a large list of buyers ready to look at it and make offers.

# New home sales

## Marketing new homes

**We are committed to making your business a success. We are making a strong local name for ourselves in the land and new homes market by understanding completely the needs of landowners and house builders. Furthermore, we offer a property consultancy service geared for your growth.**

Our marketing plans are set out to make sure each segment is arranged for a completely successful launch of a new development. We excel in providing a fully supported project from start to finish.

We have worked with many of the leading house builders across the country and uphold the excellent standards working with premium developers. For long or short-term results, we advise on sales or lets.

## How we improve your margins

We have a lot of experience marketing new homes.

Our job is to maximise your returns in a swift and efficient way. We work with developers, graphic designers and marketers to create hunger from potential buyers before you put a spade in the ground.

Buyers are willing to buy off-plan and commit to a purchase very early. This provides security for you and your financial backers. We already have a large database of buyers looking for new homes in West Sussex.

Our marketing plan for you would be:

- Price grading looking at each individual plot.
- CGI graphics of the properties.
- CGI internal lifelike photos.
- CGI videos.
- Organise the design and manufacture of site hoarding and signage.
- Creating a social media campaign and frenzy.
- Laser targeted advertising to reach the right buyers.
- Print advertising campaign.
- 'Paid for' Facebook and social media advertising campaign
- Drone photography with videos and professional photography.
- Matterport 3D virtual tour
- Walk round video tour
- Database mailshots.
- In-office banners.
- Office window card advertising.
- Premium printed brochures with online PDF page-turners.
- Open house events.
- Reservation agreements all set up for you.
- Regular updates to buyers sending them 'update videos'.
- Seamless 'Find a tenant' service for investor buyers.

**This is just a snapshot of some of the things we do.**



# Why can we help you?

Selecting the best agent is a big decision and here's why we like to think you'd be wise to choose us to work for you.

## We're BN16's No.1 agent

### Highest selling prices

Achieving on average **over 3% more than our competitors**. That is nearly **£11,000** more than the average of the second or third agent.

### Fastest time to sell

From launching to market to completion we get people moved **27 days faster** than the second or third agent combined.

### Buyers legally locked in at the start

We are the only agent who legally locks in a sale as it is agreed. Please ask about our '**Cooper Adams Secure service**', including buyer information packs and Reservation Agreements.

## Community matters

The whole team allocate time every week to help our community, we pick up for the food bank and generally help elderly people and charities in our area.

## Google reviews

Check out our Google reviews:  
Over 250 with an average of **over 4.9**  
**Our clients love us**



As good as  
our word...

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*Cooper Adams*  
AS GOOD AS OUR WORD