



# New Homes

For the finer things in property.

**STRUTT  
& PARKER**

BNP PARIBAS GROUP 





Covent Garden, London, WC2B  
BNP Paribas Real Estate





# Introducing Strutt & Parker Residential Development Team

Our expanding Strutt & Parker New Homes Team focuses on selling a variety of residential projects in regional markets across the UK. Backed by a national network of 45 offices, we combine extensive, on-the-ground knowledge with intricate local expertise to support our clients in the following areas:

- Development consultancy
- Placemaking
- Value engineering
- Pricing appraisals
- Sale of new homes across the UK

So read on to find out how we can ensure you receive the best possible real estate advice.



# Partnership is at the heart of who we are

Strutt & Parker was founded by two school friends; Edward Strutt and Charles Parker, who opened their first office in Finsbury Circus, London, in 1885.

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Today, Strutt & Parker has grown to 1,500 people in more than 45 offices across the country, from central London to Shrewsbury and from Edinburgh to Exeter. But the values that those two friends shared – those of integrity, trust and mutual respect – remain core to our business today. We're passionate about property. We prize intelligence, innovation and creativity. We set ourselves the highest standards of professionalism and discretion. But above all, we're people – and the strength of our relationships with our clients and our colleagues is, we believe, what really sets us apart.

As part of BNP Paribas Real Estate we are able to offer a comprehensive range of services in all areas of residential, commercial and rural property. While we have retained the long-established and trusted Strutt & Parker brand for our residential and rural businesses, being part of the BNP Paribas Group gives us extensive international reach, opening up a whole world of property for our clients.



The Dutch Barn, Lee,  
Shropshire.  
Dukescroft.

# Our teams

## REGIONAL NEW HOMES

Our New Homes experts are based across the country and specialise in selling a variety of new home developments in regional markets at varying price points and sizes. Our areas of specialism include development consultancy, placemaking, value engineering and pricing appraisals, along with the sale of new homes in the UK. The expert local and national knowledge of the team means that we are always able to offer developers professional guidance throughout the lifespan of their development.



**CHARLOTTE MOXON**

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**GODFREY WINTERSON**

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## LONDON NEW HOMES

Based in our City office, the London New Homes Team consists of leading advisors and sales agents with over 20 years' experience. They are at the forefront of residential development in the capital and are currently instructed on £10 billion worth of development stock in Central London, including some of the most prestigious new homes.

Through industry experience, valued contacts and a continued focus on understanding the current property climate, they are able to leverage their knowledge to achieve the best results. The team can provide advice on financial viability, development consultancy, pricing appraisals, sales and marketing strategies, international sales, and benefit from unrivalled access to in-house experts in planning, viability, affordable housing and development consultancy to ensure a holistic service offering



**SARAH CURTIS**

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**JOSH AYRES**

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## DEVELOPMENT & PLANNING

Combining the experience and history of BNP Paribas Real Estate and Strutt & Parker, our Development & Planning teams support landowners, developers, funds and local authorities to unlock development opportunities across all asset types. With nationwide coverage and one of the UK's fastest growing planning teams, we have a strong track record in extracting value from complex projects, combining local expertise with expert knowledge of the political landscape and changes in legislation.



**SIMON KIBBLEWHITE**

Head of Development  
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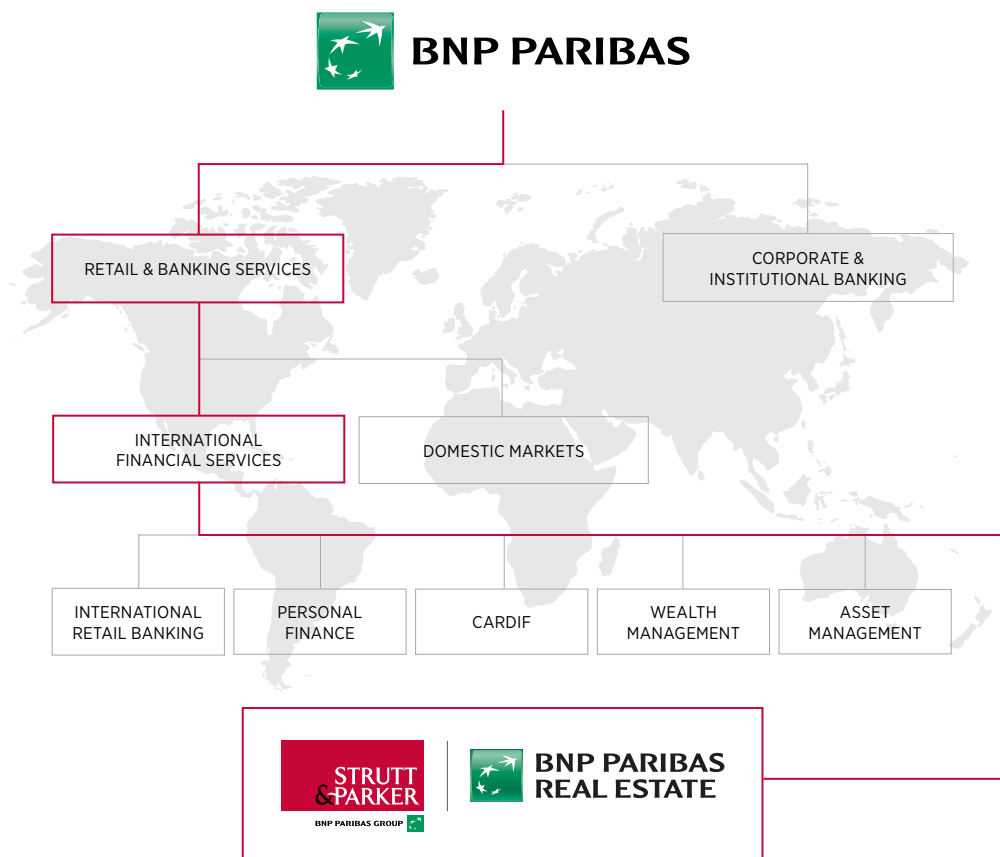
**CAROLINE MCDADE**

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# We're part of something bigger

With a presence in 32 countries, our intimate knowledge of local markets is combined with global market intelligence at the forefront of the powerful trends shaping the real estate of tomorrow. In a changing world, our mission is to act as a long-term partner to our clients and the communities that mean something to them. We don't just anticipate future real estate challenges, but embrace innovation to become a proactive force in shaping our urban and rural environments for the better.

BNP Paribas Real Estate is unique in offering specialist advice across the entire property lifecycle, from planning and development, to agency, investment and property management. As part of the BNP Paribas Group, a global name in banking and financial services, our clients benefit from the assurance of a trusted partner, offering stability over the long term.



LARGEST BANK IN THE EUROZONE

€43.16bn

Revenue in 2017

73

Countries

198,000

Employees

# International coverage

Thanks to our national and international connections, we don't just think locally.

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As part of a nationwide network of Strutt & Parker offices, our teams work closely with each other to bring people and property together. We share listings with other local offices to ensure more buyers get to see them. We'll also refer house hunters registered with our other offices – whether in a neighbouring town or another area of the country – to your development.

In addition, many of our offices have specialist teams who deal in particular types of real estate, from waterside properties and country houses to farms and estates. And with expert consultants in land management, farming, forestry, planning, development and energy across the country, we are perfectly placed to advise on a wide spectrum of real estate matters.

We also offer a full range of advisory, development, management and investment services for all types of commercial property as part of BNP Paribas Real Estate. What's more, in an increasingly globalised world, our connections with the BNP Paribas Group mean that our reach is truly international.



# Why choose Strutt & Parker?



## WE'LL BE STRAIGHT FROM THE START

Our agents are both personable and professional. We'll keep you informed every step of the way, giving honest feedback and advice. And we'll listen, too, taking the time to appreciate what makes your development unique and working with you to agree the way forward to achieve the best result.

# 200,000

WEBSITE VISITORS EACH MONTH

# 26,000

REGISTERED BUYERS ON OUR DATABASE

WE'LL SHOW YOUR DEVELOPMENT  
ON THE **THREE LEADING PROPERTY  
PORTALS** – ONTHEMARKET,  
RIGHTMOVE AND ZOOPLA

**BUYERS ARE 20% MORE LIKELY**  
TO REQUEST A VIEWING IN  
PERSON IF THEY CAN SEE  
A VIRTUAL VIEWING FIRST





#### **WE'LL GET YOUR DEVELOPMENT NOTICED**

As one of the only national agents on all three leading property portals – OnTheMarket, Rightmove and Zoopla – we give your property the highest level of online visibility.



#### **WE'LL ADD VALUE**

We advise developers on optimising receipts from their residential led schemes, working alongside architects and planning consultants. Our teams provide guidance on mixed-use design, residential product mix, layouts, specification, eco-initiatives, parking solutions, pricing and challenging schemes.



#### **WE'RE AT THE CUTTING EDGE**

Our marketing package also includes Virtual Viewings: innovative 3D technology that offers buyers on-screen walk-throughs of properties. Our research shows it takes 25 viewings on average to sell a property; this way, buyers can view your development 24 hours a day, seven days a week, wherever they may be. It saves you time and effort – and it's proven to get results.



#### **WE'RE PART OF SOMETHING BIGGER**

As part of a leading international banking group, we can access global clients, macro intelligence and financial products through our International Investment Group and Wealth Management services. All of this puts your property at the heart of the global market and ensures it is seen by the widest possible audience.



*With clients demanding energy efficiency, legislation becoming ever stricter, the need to provide a more sustainable built environment becoming increasingly urgent and premiums being seen for developments that deliver social and environmental benefits, sustainable development is a win-win-win-win approach. It requires expert pragmatic advice and our team is here to help.*

**DONNA ROURKE, HEAD OF ESG**



Little Ness Grange,  
Oswestry, Shropshire.



# Our ESG approach

There are a number of key factors that need to be considered with new homes developments, including; energy efficiency, flood risk, access to nature, air quality and sustainability of construction materials. Throughout the process, it's important to work with a partner that not only understands these considerations but can effectively advise you.

## Biodiversity Net Gain

All developments must create a biodiversity net gain of at least 10% from November 2023 which can be located on site or off-site. Strutt & Parker can advise on a range of options or help to secure off-site biodiversity net gain sites if necessary.



**JONTY RAWCLIFFE**

Associate Director & BNG Lead  
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## Renewable Energy

Our clients benefit from expert advice on how to implement renewable energy and agreements. Across our national network, we have a team of 15 renewable energy experts who support developers on a daily basis.



**LAUREN GIBSON-GREEN**

Director, Head of Renewables  
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lauren.gibson.green@struttandparker.com

## Building Consultancy

Our specialist teams can advise you on decarbonisation and retrofitting of sustainable development.



**ALEXANDER MACFARLANE**

Senior Associate Director, Land Management  
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## Sustainable Finance

Strutt & Parker is backed by one of the world's largest banks and as a result we can give our clients access to a whole range of sustainable finance options. In fact, BNP Paribas CIB is the largest issuer of green real estate bonds in the world.

## Water & Nutrient Neutrality

Our planning and development teams can assist on all areas of nutrient and water neutrality advice.



**DONNA ROURKE**

Head of ESG  
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donna.rourke@realestate.bnpparibas

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*“There is a continual need for further housing across the country, and ESG is coming to the forefront of daily discussions we are having with developers due to the focus on wellbeing, climate change and growing perceptions amongst investors and consumers alike. Now considered an investment in their business strategy, it is essential to ensure we can support our developer clients in this important transition, assisting in compliance and building homes for the future.”*

**CHARLOTTE MOXON, HEAD OF REGIONAL NEW HOMES**

# Track record

We are privileged to work with some of the country's best house builders, from large PLCs through to smaller, local developers – and we offer each client a personalised service that works to complement their company and product. We choose to work with developers whose values, ethos and product mirror those within our company.







**ALBERT MEWS,  
ENGLEFIELD GREEN, SURREY**

Price range: £450,000 to £1,150,000

**SUTTON ORCHARD,  
CREDITON, DEVON**

Price range: £945,000 – £975,000



**LLYS HILL GARDENS,  
OSWESTRY, SHROPSHIRE**

Price range: £525,000

**BIRCHCROFT, ASCOT,  
BERKSHIRE**

Price range: £1,150,000  
to £2,850,000







**ESTUARY DRIVE, ALNMOUTH,  
NORTHUMBERLAND**

Price range: £495,000 - £895,000



**NANTCRIBBA BARNs,  
FORDEN, SHROPSHIRE**

Prices range: £215,000 - £425,000

**FOY BOAT APARTMENTS,  
RAMSGATE**

Prices range: £480,000 - £775,000







**THE OLD BREWERY,  
CANTERBURY, KENT**

Price range: £870,000 – £1,250,000

**LITTLE NESS GRANGE,  
OSWESTRY, SHROPSHIRE**

Prices range: £725,000 – £795,000



**BIRLINN BRAE, STRACHUR,  
ARGYLL & BUTE**

Price range: £399,000 to £499,000

# How we market your development

We understand that every development is different, and that your priorities are too – so our approach will always be individually tailored.



1.

Bespoke sales and marketing packages tailored to each client to reflect their needs and those of the development project.

2.

Close involvement from the planning stage onwards to produce the best product for the market.

3.

An introduction to an award winning interior design service, able to provide bespoke design packages, should this be required.

4.

Assistance with the creation of CGI's for use on hoarding, in the brochure and all marketing material, including the online development presence.



5.

Virtual reality tours to optimise online engagement.

6.

Static and digital window displays in prominent Strutt & Parker office locations to promote your development project to clients and those passing our offices.

7.

Assistance in producing striking site hoarding, signage, swing-boards and banners through our preferred partners.



## 8.

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The ability to produce branded marketing and advertisements to complement the marketing strategy.



## 9.

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Social media exposure via the Strutt & Parker Twitter, LinkedIn, Instagram and Facebook accounts. Your development will also feature on Rightmove, OntheMarket and Zoopla, ensuring the highest level of online visibility.



## 10.

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If required, we are able to progress the legal sales process, communicating with the buyer and their solicitors, all the while keeping you updated, to ensure a smooth and swift exchange on each property.

## 11.

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Weekly reporting on sales and marketing, including the analysis of marketing results and sales activity to evaluate specific campaign effectiveness and review the marketing strategy.

## 12.

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The Strutt & Parker website attracts a whole host of new buyers with over 300,000 website visitors every month.

## 13.

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Centralised client services department, to assist in managing buyer enquiries and generate leads and viewings.

## 14.

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An introduction service for buyers to award winning mortgage brokers, SPF Private Finance.





The Dutch Barn, Lee,  
Shropshire.  
Dukescroft.



# Testimonials

## DEVELOPERS

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*"We find Strutt & Parker to be head and shoulders above the competition both in terms of their knock-out customer service when dealing with prospective purchasers and also with feeding us development land opportunities. To have complete piece of mind that all leads will be followed up means we have consistently high feedback from buyers not just in terms of initial contact but vitally chasing transactions to completion via solicitors. We are proud to count Strutt & Parker as one of our most favoured advisors and would not hesitate to recommend to others."*

**MARK YARNOLD, MANAGING DIRECTOR  
MANOR DEVELOPMENTS**

*"Such a friendly and professional team. Deeply knowledgeable of the market in Gerrards Cross and their advice and experience is superb. I could not recommend them more highly."*

**DARREN THOMAS, MANAGING DIRECTOR  
REFINED HOMES**

*"On many occasions over the last few years I have approached Strutt & Parker for their expert knowledge of the local market and have found their recommendations to be very helpful indeed. I like the Strutt & Parker team to be involved as early as possible in our projects so that we have their input from the ground up. I was pleased to instruct Strutt & Parker as the selling agent on one of our developments in Shropshire and I have been really impressed with their service from the outset."*

**TREVOR REECE, PROJECT MANAGER,  
BOOMSLANG PROPERTIES LTD**

*"As a local property developer, I rely on good quality advice and information about the market, sales prices and likely competition, as well as introductions to new development opportunities. Strutt & Parker always deliver. They have proved to be extremely well researched, accurate with their predicted pricing for new development and totally supportive. They have also brought fresh ideas and enthusiasm during marketing campaigns and, most importantly, results".*

**ANDREW GOSLING, DIRECTOR,  
BROCKENHURST HOMES**

# Testimonials

## BUYERS

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*"The team at Strutt & Parker removed the stress of searching for and buying our property in Gerrards Cross. They have a fine knowledge of the market in the area. The office is very efficient and friendly. In particular, Anna was always ready and willing to help in any way, especially when liaising with the developers and assisting with the handover. Strutt & Parker also kindly continued to provide support even after the purchase of the property. I would highly recommend this agency."*

MRS NEETA SAMANI

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*"Have sold with Strutt & Parker on numerous occasions over the last 15 yrs, recently bought and sold through Strutt & Parker and the service and support was first class. Anna did an excellent job co-ordinating our sale and our purchase of a new build apartment and has continued to support us post the move. Thank you!"*

PAUL SNELL







King's Mews, Gerrards Cross,  
Buckinghamshire.  
Heywood Real Estate.





Scholars Place, Gerrards Cross,  
Buckinghamshire.  
Vanderbilt Homes.





# Our teams



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**GODFREY WINTERSON**  
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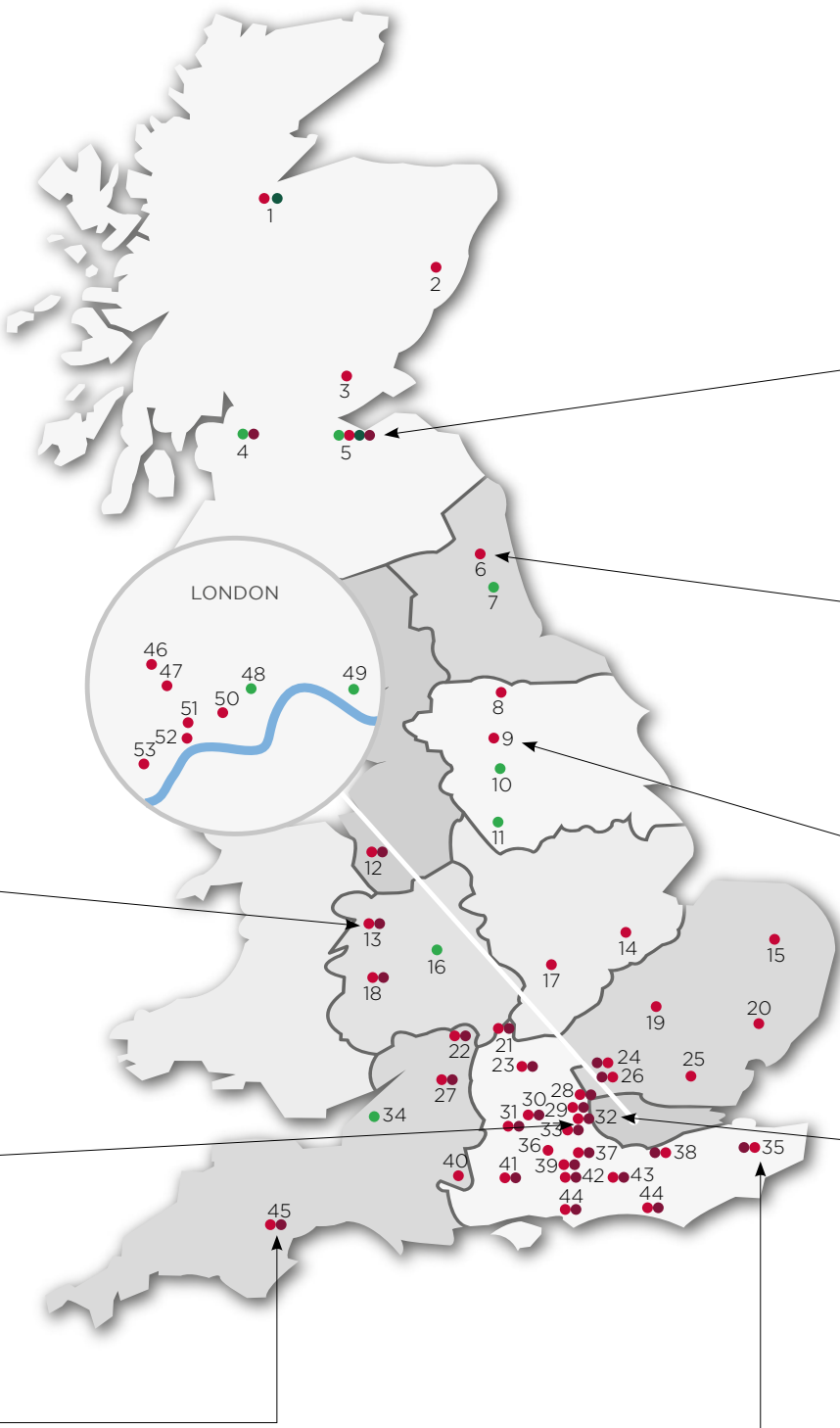
**MIDLANDS**  
**GARY HASKELL**  
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**BUCKS, HERTS AND BERKS**  
**NEIL HAYNES**  
Head of New Homes Home Counties  
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**SOUTH WEST**  
**LLOYD COLIN**  
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- COMMERCIAL
- RESIDENTIAL & RURAL
- FORESTRY
- NEW HOMES SPECIALIST





#### **SCOTLAND**

##### **NATALIE SIMPSON**

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#### **MORPETH**

##### **JASON ROBERTS**

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#### **HARROGATE**

##### **JAMES WORT**

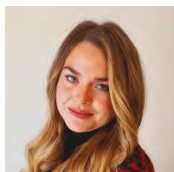
Director  
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#### **SURREY, SUSSEX, HAMPSHIRE**

##### **JAMES BRINE**

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#### **KENT**

##### **CYNDI HOARE**

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#### **OUR OFFICES**

- 1 Inverness
- 2 Banchory
- 3 Perth
- 4 Glasgow
- 5 Edinburgh
- 6 Morpeth
- 7 Newcastle
- 8 Northallerton
- 9 Harrogate
- 10 Leeds
- 11 Sheffield
- 12 Chester
- 13 Shrewsbury
- 14 Stamford
- 15 Norwich
- 16 Birmingham
- 17 Market Harborough
- 18 Ludlow
- 19 Cambridge
- 20 Suffolk
- 21 Banbury
- 22 Moreton-in-Marsh
- 23 Oxford
- 24 Harpenden
- 25 Chelmsford
- 26 St Albans
- 27 Cirencester
- 28 Gerrards Cross
- 29 Windsor
- 30 Pangbourne
- 31 Newbury
- 32 Sunningdale
- 33 Ascot
- 34 Bristol
- 35 Canterbury
- 36 Odiham
- 37 Guildford
- 38 Sevenoaks
- 39 Farnham
- 40 Salisbury
- 41 Winchester
- 42 Haslemere
- 43 Lewes
- 44 Chichester
- 45 Exeter
- 46 Notting Hill
- 47 Kensington
- 48 Country Department
- 49 City
- 50 Knightsbridge
- 51 South Kensington
- 52 Chelsea SW10
- 53 Fulham









Deerlands, Chiddingfold, Surrey  
£800,000-£1,500,000





@struttandparker @struttsnewhomes  
struttandparker.com/newhomes



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