



Hamptons

THE HOME EXPERTS

*RESIDENTIAL
DEVELOPMENT*

We're experts at that

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ABOUT HAMPTONS

Today, over 150 years after we first set up home in Pall Mall, Hamptons' global network encompasses over 90 branches across London and the South of England and 7,000 international partner offices.

Twelve Residential Development Hubs ensure our entire UK business has access to specialist Residential Development support, meaning our developer clients can build meaningful partnerships with an expert in their field and locale.

Hamptons' Sales and Lettings departments famously work together. Our Sales team bring highly-qualified, highly motivated buyers, while our Lettings team can offer expert advice on the short and long-term rental potential of a development scheme.



QUICK FACTS



We agree a sale every **22** minutes



We let a property every **10** minutes



We have **over 90** branches in the UK



We have **over 40** branches in London



Each year, over **160,000** buyers and tenants use Hamptons



We have an **international sales** division

*Hamptons Sales and Lettings data, June 2021 to May 2022

EXPERTS IN RESIDENTIAL DEVELOPMENT

The Hamptons Residential Development team comprises a range of industry specialists who share decades of collective experience.

We are proud to partner with some of the country's best property developers and house builders to deliver new build schemes of all shapes and sizes to market.



END-TO-END SPECIALIST SUPPORT

We offer a full range of specialist services to support our clients from acquisition through to completion:

Development Consultancy
Account Management
Sales & Site Management
Marketing Support
PRS and Build to Rent
International Sales

For all of our clients, we create a dedicated team to ensure we have the right blend of skills and experience for the project. Within the project team, a single point of contact allows for seamless communication and service.



A TRUE PARTNER TO OUR CLIENTS

“The team’s experience and enthusiasm combined with the Hamptons brand has raised the profile of our development to even higher levels”

- Chase New Homes

“We would strongly recommend them to any developers looking for a proactive and productive company to work alongside”

- Jaspar Group

“They are there when we need them, if something goes right or if something goes wrong. They act as consultants to our business and couldn’t do more to reassure us or the customer”

- Bewley Homes



OUR ENTIRE NETWORK WORKING FOR YOU

Hamptons boasts a connected network of over 90 branches across London and the South of England.

Our teams across the local area receive a full briefing on every new development scheme we represent to ensure they know all the details and can sell the scheme's USPs.

Our branches act as hubs for advertising, thanks to their prominent high-street locations and extensive databases of active applicants.

 = Residential Development Hubs



A HIGHLY MOTIVATED SALES FORCE



Every Hamptons branch is actively incentivised to sell residential developments.

We reward all negotiators with 100% of the fee on exchange for any new build home they agree

- so we see a level of collaboration none of our competitors can match.

DEVELOPMENT CONSULTANCY

Hamptons Development Consultancy team provide trustworthy developer-focused advice at every stage. Our ultimate aim is to generate further value from your development sites and mitigate sales risk throughout the design and planning process, enabling you to achieve the best possible return from your assets.

THE POWER TO TRANSFORM

Within the pre-planning process, we work closely with project managers, architects and planning consultants to sculpt development proposals.

Our advice covers areas such as target market assessments and scheme optimisation, including unit size, mix, layout and specification.

We also provide extensive statistical data on a site by site basis by studying local markets, assessing pipeline schemes and reporting on competing developments.

This allows us to provide regularly updated valuations, assessing the GDV of the proposed development, along with sales velocity projections.

“The service we offer is driven by maximising value and profitability. My team’s collective experience is vast. Last year, we offered consultancy and pricing support to over 850 sites, covering almost 35,000 units with a potential GDV of circa £23 billion. We provide actionable insights rooted in data, allowing us to confidently add value to our client’s schemes.”

- Rosanna Hockin, Head of
Development Consultancy

UNRIVALLED ACCESS TO PROPERTY DATA

As part of Connells, the UK's largest property services group, our research team has access to an unrivalled pool of property data. They put the housing market into a real-life context, helping us bring you the big picture and local detail.

They provide access to Experian's demographic research tool to pinpoint the right target audience for your development based on people's lifestyles and behaviours.



680 million

Readers, listeners and viewers reached by our Research team in 2021



The Telegraph



EveningStandard.

Bloomberg



PUTTING YOU AND YOUR CUSTOMERS FIRST

At every stage of the sales process, we're committed to transparent and timely communication with you, our clients. From creating to maintaining sales momentum, our work is not done until the last unit has completed.

And we look after your customers. We understand that buying a property at any price-point is a big decision, and our approach to customer service reflects this. We're on hand to demystify legal jargon, reassure in the face of changing time-scales and ensure your customer has a positive purchase experience.



GETTING YOUR PROPERTY NOTICED

Marketing and PR support is available for all of our clients. Specialist residential development marketers will help shape action-driving campaign plans and secure press coverage wherever possible. Here are just some of the channels and tactics we might recommend.

1

DIGITAL MARKETING

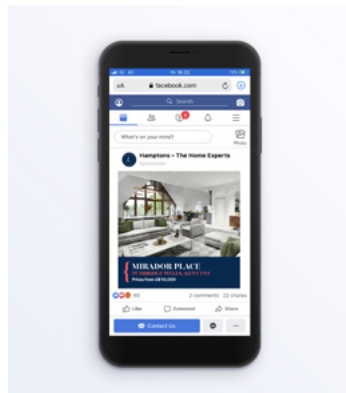
Over 90% of property purchasers start their search online, so we take a digital-first approach. We have invested in CCT, a leading social media advertising platform that places your development in front of potential buyers via hyper-targeted adverts across Facebook and Instagram.



2

OUR WEBSITE AND SOCIAL MEDIA CHANNELS

We'll put your scheme in front of the 500,000 unique visitors who visit Hamptons.co.uk every month and promote it to our 80,000 social media followers across Facebook, Instagram, LinkedIn and Twitter. Paid search drives more traffic to your listings.



3

PROPERTY PORTALS

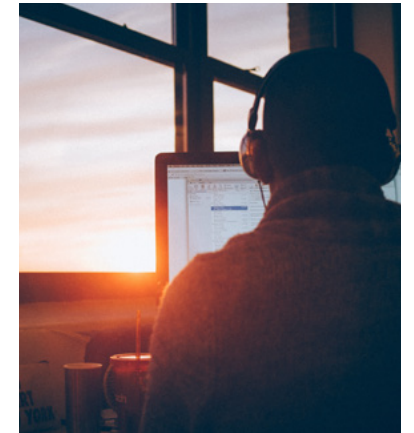
Rightmove and Zoopla account for 80% of all online property searches. As part of the UK's biggest estate agency group, we have an unbeatable relationship with them and exclusive access to their marketing products to target people searching for property.



4

EMAIL MARKETING & PROPERTY ALERTS

We will showcase your development to the 120,000 live applicants on our database. Buyers looking for property like yours will receive text or email Property Alerts.



5

ONLINE PROPERTY PORTFOLIO

Our quarterly online portfolio features a selection of the New Homes developments that we are marketing across the UK. The launch of each portfolio is supported by a targeted paid social media campaign to ensure that your scheme is seen by potential buyers.



GETTING YOUR PROPERTY NOTICED



6 VIDEO TOURS

Our video tours bring your scheme to life, showcasing specific show homes as well as the lifestyle element and amenities available within your development.



9 SIGNAGE

We strategically place your development in the windows of relevant local branches, all in prominent high street locations. Your development hoarding, flags, banners and vinyls will feature our trusted brand and a clear call-to-action.



7 AMI

We partner with AMI, our specialist property media agency, to create strategic, multi-channel media plans for your developments.



10

PRINT ADVERTISING

We have unbeatable local press contacts and relationships with national and consumer titles via our media agency, to get you the best advertising rates.



11 PR

Our PR team has long-standing relationships with a range of property journalists across consumer and trade titles. In 2021, our PR team reached 1.1 billion people in print and online.



8

BROCHURES

We create beautifully crafted sales brochures that bring your development to life for potential buyers.



INTERNATIONAL REACH

Not only do we have 7,000 international partner offices, our dedicated International Residential team connects buyers from around the world with new build schemes.

This overseas network is perfectly positioned to capitalise on the demand for UK new homes from Hong Kong, Mainland China and other key international centres.

The team's success is built on the creation of cost-effective and innovative digital campaigns, events and marketing strategies, that allow us to sell new developments to overseas markets with ease.

The map shows the strategic centres where we hold regular marketing activities.



● NEW YORK

● ISTANBUL

● KUWAIT

● DUBAI

● MUSCAT

● MUMBAI

● SHANGHAI

● HONG KONG

● JOHANNESBURG

● CAPE TOWN

PRs AND BUILD TO RENT

Considering building to rent? We can advise on both. Hamptons pioneered the first PRs Build to Rent agency offering in 2010, when the sector was in its infancy. We are now respected for being one of the UK's leading agency-specialists in Build to Rent. We live and breathe what is happening in the sector, helping to promote its benefits to tenants.

Working with new and established operators, we can advise on how to make letting a new build scheme as simple and profitable as possible - from site acquisition and pricing to the launch, marketing and the stabilisation of schemes.

MEET THE LEADERSHIP TEAM



MARY BEETON

Head of Residential Sales & Residential Development



TOM HAWKINS

Head of Residential Development, London



MATT GOLDSWORTHY

Head of International Residential



SUE FISHER

Head of Residential Development, Greater London & Country



ROSANNA HOCKIN

Head of Development Consultancy

ADDITIONAL SERVICES

BUYING & SELLING



International



Mortgages & Finance



Conveyancing



Surveying



Auctions



Valuations

PARTNERSHIPS



Lambert Smith Hampton

RENTING & LETTING



Private Rented Sector & Build to Rent



Portfolio Management



Short Lets



Holiday Lets



Property & Block Management

ADDITIONAL SERVICES



Currency Exchange



Removal Services



Interior Solutions



Insurance Services



Furnishing Solutions



LOVELY TO MEET YOU

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