



B&S

LAND & NEW HOMES

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# London & Home Counties



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### Land

Our Land teams have an enviable track record in the sale and acquisition of residential and mixed-use development sites. We offer an end-to-end service, working with landowners and developers to maximise returns.



### New Homes

A strategic approach to sales and marketing is essential to ensure success when promoting new home developments. The sales proposition should be reinforced by a diverse marketing campaign that appeals directly to the right buyers and investors.



### Development Consultancy

We provide services to house-builders, investors and property companies at each stage of the development process. Our overarching purpose is to support our client's business through provision of market-driven advice with a focus on identifying developing routes to maximising value.



# Butler & Stag

We've always been true to some simple values around providing expert advice and an outstanding level of service. Our partners own and manage the business, taking responsibility for client relationships, together with the quality and outcomes of our work. Thanks to this passion and personal commitment we've built trusted, long-term relationships with private individuals, commercial enterprises and public institutions.

We invest these very same values into supporting our colleagues and the communities in which we live and work. People choose to do business with us because of the way we do business. This reputation for professionalism, together with a diligent and honest approach has rewarded us with sustained results for both us and our partners.

We are acutely aware that the lifecycle of land development can be complex and exposed at times, which is why have a dedicated in-house team to navigate each element. With this in mind, we are careful about only selecting contractors, partners and investors that share our high standards and desire to drive results.



**Neil Leahy**  
Director, Land & New Homes

Neil has specialised in residential property since 2002. He co-founded Butler & Stag, setting up the first office in Shoreditch and overseeing the company's growth across East London and recently into the home counties.

His knowledge and passion for redevelopments, new homes and property management has seen him manage several high-profile transactions and land deals in collaboration with local and national developers. Neil has a reputation of over exceeding on New Homes sales and maintains healthy, long-standing relationships with several household development companies.

Neil lives in Theydon Bois with his wife and two children, away from the company his time is occupied by coaching his son's football team.

[neil.leahy@butlerandstag.com](mailto:neil.leahy@butlerandstag.com)



**Michael Woolley**  
Director, Land & New Homes

Michael set up Butler & Stag with close friend Neil Leahy back in 2012, having worked in the East London/City fringe property market since 1999.

Over the years he has gained a wealth of experience and knowledge, personally handling almost every scenario you could possibly imagine within the world of property. More recently he has excelled with site and land acquisitions for high-net worth clients, or acting on behalf of land/site owners, providing guidance on how best to approach a disposal of their assets.

Michael now heads up the Land & New Homes department which is the most exciting and rapidly expanding arm of the Butler & Stag operation. On the odd occasion Michael isn't found working out of the London or West Essex office, he will be acting as chauffeur to one of his three children or spending quality time with his wife.

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**Ted Rayment**  
Associate

Starting his career in Bishops Stortford, Ted has been in the property industry since 2016. Born and raised in Epping, Ted has excellent knowledge of the new homes process and is well received by our client base. He moved into the Land & New Homes team at Butler & Stag in 2020 and continues to develop his skills, always striving to improve and is now becoming an accomplished agent.

Ted's other passion is sports, if he isn't running around a football pitch on a Sunday morning, he can be found hacking his way around a golf course in the local area.

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The Butler & Stag Sales Teams provide a comprehensive New Home Sales offering and can take care of launch events, generate and manage leads, on-site staffing staff of the marketing suite and converting New Home Sales. Our team of friendly, reliable and motivated staff, immerse themselves in understanding the proposition fully and are driven by successful results.

As with nearly all proposed developments standards, the goal is to encourage efficient land use, flexibility and a wide variety of housing types while reducing the potential for negative impacts.

Butler & Stag has a dedicated department which specialises in the appraisal, acquisition and sale of buildings and land that have potential for redevelopment.

Land in the south-east is still very much in-demand and with the right opportunity and team, can be a rewarding investment with excellent returns. Industry and local knowledge, as well as market analysis, underpins our expertise when assessing the development potential of a site.

Our dedicated teams undertake all manner of projects and have extensive experience in dealing with plots ranging from single plots, right through to strategic sites suitable for hundreds of homes. Furthermore, we have an attractive network of contacts that we rely on to present us with opportunities before they come to market, so we can bring landowners together with the right buyers immediately.

Our practice operates for a broad cross section of the market, from private individuals, through to small, niche developers, regional and national housebuilders, as well as funds, institutions and RSLs.

Our Development Consultancy and New Homes Sales & Marketing services work closely with our Land team, offering an extensive range of supporting services that will assist in realising the potential of a site.

Due to the sensitive nature of property development, we are currently only marketing a small proportion of our current land opportunities. Our regional land teams can be contacted for further information.



*“I’ve been walking about London for the last thirty years, and I find something fresh in it every day.”*  
 – Sir Walter Besant, English novelist and historian

# Land Services

Sales and marketing of existing buildings and brown and greenfield sites on the open market (with or without planning consent).

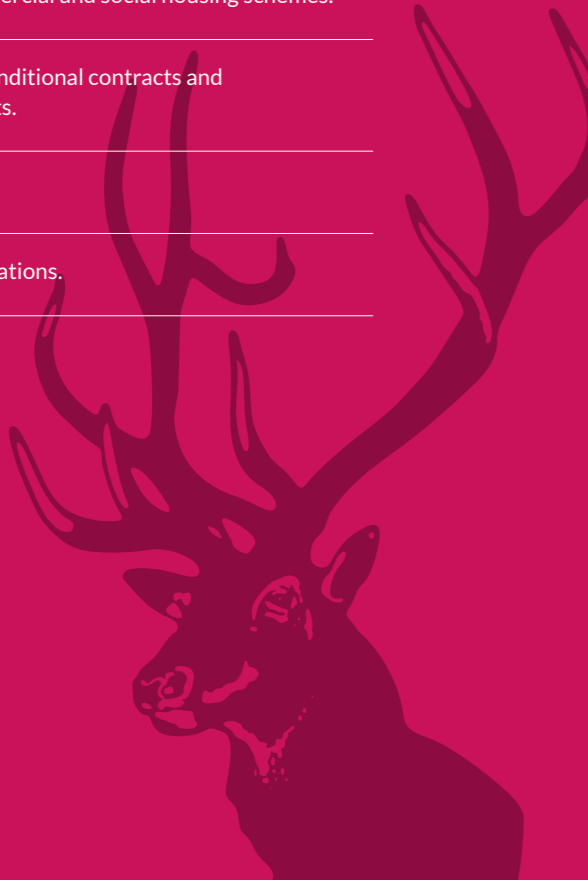
Off market acquisition of existing buildings on brown and green field sites (with or without planning consent).

Retained client service for developers looking to source a range of development opportunities including residential, commercial and social housing schemes.

Negotiation of conditional contracts and option agreements.

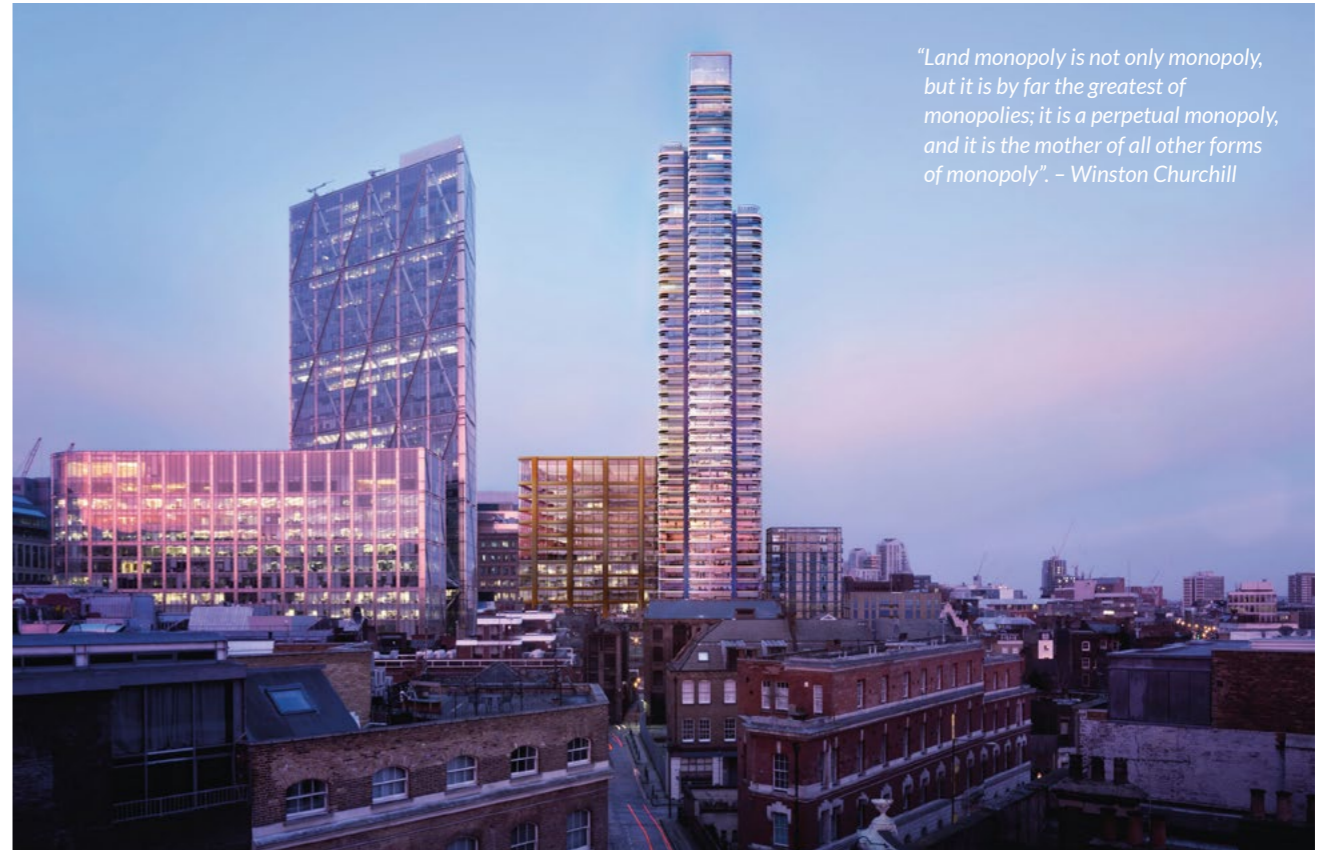
Land Assembly.

Professional Valuations.



If you have land to sell our Residential Development department is able to offer a wide range of services, from the discreet placing of land to a select number of our proven clients, to a full sales and marketing package to national and international markets.

For further information about our extensive range of development services, you can speak to our New Homes Sales & Marketing division or our Development Consultancy. Due to the sensitive nature of property development, we are currently only marketing a small proportion of our current land opportunities. Our regional Land teams can be contacted for further information.



*"Land monopoly is not only monopoly, but it is by far the greatest of monopolies; it is a perpetual monopoly, and it is the mother of all other forms of monopoly". - Winston Churchill*

## Land Testimonials

“The B&S LNH’s team have been an excellent source for finding and acquiring lucrative opportunities for our company both with and without planning across the home counties. They are an excellent bunch to work alongside and very transparent with their approach. Organised, efficient and most importantly fair with all dealings. We love working alongside them and will hopefully continue to do so for many years.”

Henry Fordham  
Director



“Butler & Stag have a dynamic land agency and offer a wide range of services to their clients. They really understand the meaning of building long-term relationships and we have personally benefited from this showing of commitment. This, together with their flexible structure, allows them to provide clear and considered advice on all aspects of property, delivering tailored solutions to meet the specific requirements of their client’s needs.

They have intimate knowledge of the ever-evolving and are first class at spotting development opportunities. This awareness enables them to source and unlock a wealth of opportunities across the sector. Great team, great guys we are just thankful that they found us!”

Andrew Pigney  
Managing Director



“I have been working with the Butler & Stag land team for several years, they have successfully sourced and disposed of several land opportunities both within and outside the M25. They are certainly masters of their field and have become close friends as well as business acquaintances.”

David Warwicker  
CEO



“Butler & Stag have constantly provided me with an excellent service. They have a large contact base and good reputation with both house builders and vendors. Highly recommend.”

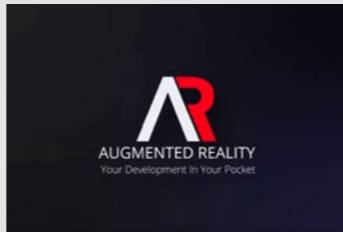
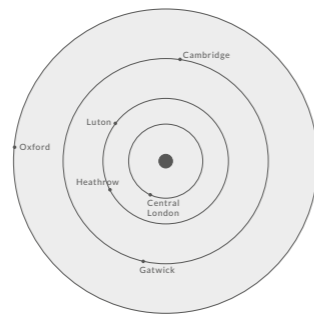
Murry Smith  
Managing Director



# New Homes

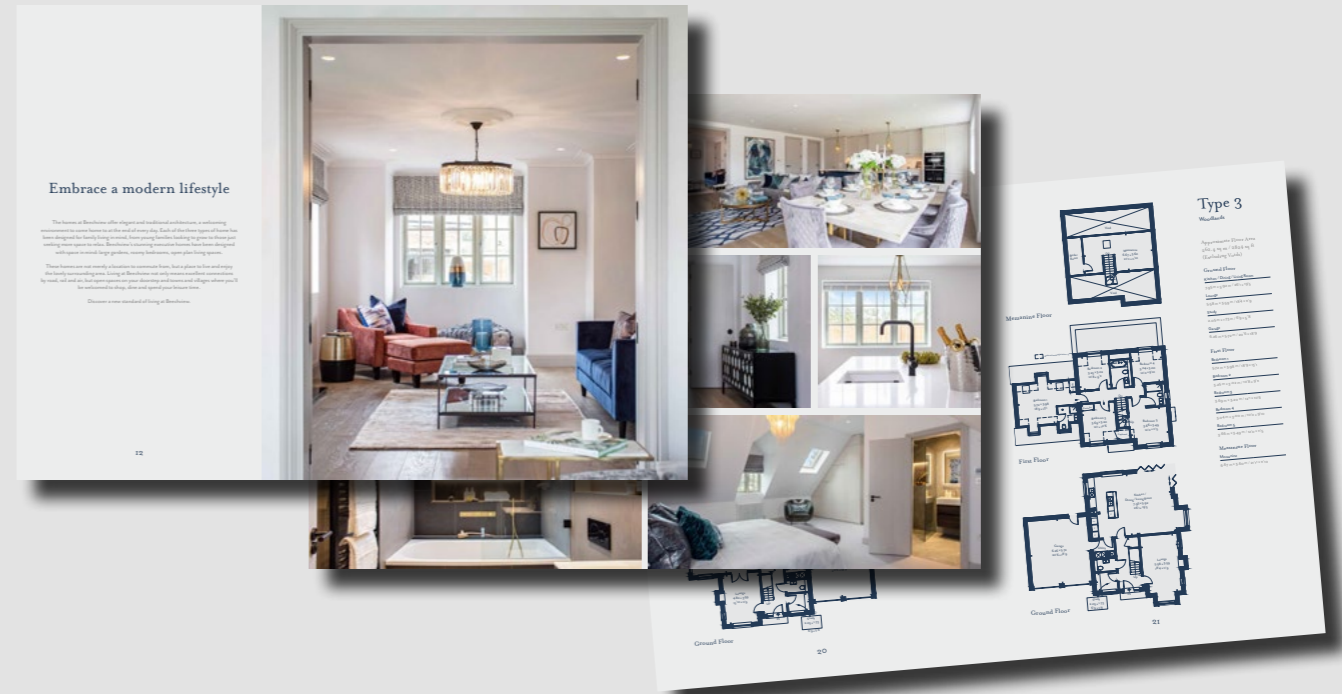
Butler & Stag will always seek to maximise the full value of an asset. We have successfully defined a New Homes Sales and Marketing offering, which enables clients to make use of our Development Consultancy, marketing expertise and experienced sales teams.

We work strategically with our clients and partners to collaborate on projects at varying points of the development lifecycle, from acquisition and project management to marketing and sales. Our experience and track record in this field – together with our local knowledge and contacts – puts us in a great position to take residential, commercial or mixed-use developments from the ground up to completion.



## Marketing and Production Services

- Marketing strategy and delivery
- Branded development and logo creation
- CGI internals and externals
- Scale model of the development
- Social media campaigns
- Dedicated development micro-site
- Bespoke design and printed brochure
- Professional photography
- Branded site signage
- Drone fly-through internal and external
- Augmented Reality virtual viewings
- Hosted marketing suite
- Dedicated in-house mortgage services
- Expert sales progression teams





Thanks to our Development Consultancy, we understand the beneficial impact of being involved in a scheme at the outset. Identifying exactly how the site will be used and the buyer or landlords' needs, will influence critical decisions. We also look to location-based information, as well as current market and data trends to support our decision-making. The more of these elements that can be weaved into the design and build fundamentals, the better chance of successful results through sales.

Gaining the right marketing exposure is another huge consideration that pays to have the right expertise behind you; our campaigns are about being relevant and seen in the right places. Our Design and Marketing team work with clients to devise unique marketing campaigns to attract and appeal to the right people and within your timescales. This will include appropriate design and branding, photography, language and visibility to showcase your development to the widest possible audience.



# New Homes Packages

Our packages are bespoke and tailored to your requirements. They are a guide and are subject to change.

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## Standard

Guide: 1 – 3 properties



Marketing Strategy

CGI internal and externals

Social media campaign (pre-launch and ongoing through to sales)

Bespoke Sales and Marketing literature, including content creation, design and printed brochure (4 – 8 pages)

Drone fly-through internal and external

Augmented Reality virtual viewings

Dedicated in-house Mortgage Services

Expert sales progression teams

## Enterprise

Guide: 4 – 9 properties



Marketing Strategy

Branded development / Logo creation

CGI internal and externals

Social media campaign (pre-launch and ongoing through to sales)

Bespoke Sales and Marketing literature, including content creation, design and printed brochure (8 – 12 pages)

Branded development: Signage/Di-bond hoarding, flags, branded debris netting

Drone fly-through internal and external

Augmented Reality virtual viewings

Dedicated in-house Mortgage Services

Expert sales progression teams

## Premium

Guide: 10 – 20 properties



Marketing Strategy

Branded development / Logo creation

CGI internal and externals

Social media campaign (pre-launch and ongoing through to sales)

Micro-site (Domain name, Holding page)

Bespoke Sales and Marketing literature, including content creation, design and printed brochure (16 – 24 pages)

Branded development: Signage/Di-bond hoarding, flags, branded debris netting

Show home/unit (Interior design and furniture pack)

Drone fly-through internal and external

Augmented Reality virtual viewings

Dedicated in-house Mortgage Services

Expert sales progression teams

## Premium +

Guide: 20+ properties



Marketing Strategy

Branded development / Logo creation

CGI internal and externals

Social media campaign (pre-launch and ongoing through to sales)

Scale model of the development

Micro-site (Domain name, Holding page)

Bespoke Sales and Marketing literature, including content creation, design and printed brochure (16 – 24 pages)

Branded development: Signage/Di-bond hoarding, flags, branded debris netting

Show home/unit (Interior design and furniture pack)

Drone fly-through internal and external, including voiceover

Augmented Reality virtual viewings

Marketing suite (Dedicated sales agent/s at the weekends)

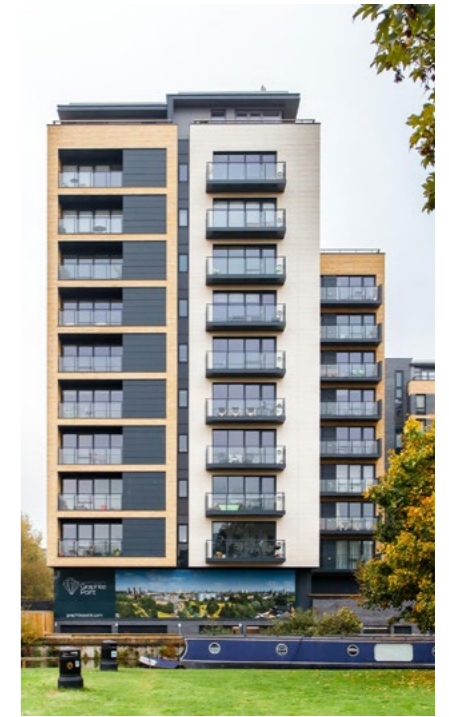
Dedicated in-house Mortgage Services

Expert sales progression teams

# New Homes Clients



NEW HOMES



## New Homes Testimonials

"Our experience of working with Butler & Stag New Homes has been excellent. Having instructed them as sub agents on one of our developments with dwellings that were slow to sell, B&S stepped in as the local market leaders and were instrumental in agreeing sales quickly.

They threw everything they had at marketing across a number of streams and provided feedback regularly as to the results of each campaign.

We found B&S easy to work with, they offered a bespoke service that suited our needs and spoke openly and honestly at each of our sales meetings. They are pro-active, efficient and most importantly nice people to deal with."

Karen Roake  
Troy Homes



"I came across the guys at Butler & Stag last year, I had been trying to sell a commercial building without planning for six months, with very little interest, and absolutely no feedback or constructive advice from my previous agent. I was recommended them by a friend who had sold some new-build flats, and I couldn't have been more pleased. They immediately explained it would be very unlikely I would get anywhere near my marketing price, unless I was prepared to enter into a joint venture agreement, or to sell the building subject to some form of planning permission. They quickly addressed the marketing and started to approach clients from a different angle. Within two weeks I had three offers, one was a straight up-purchase, but two of them were subject to planning at much higher prices. I actually opted for the lower offer as I wanted the money out quickly for something else, but I at least understood why the offers had come in the way they had, due to simple, clear advice, I just wish I had been introduced to them sooner. Good guys, would thoroughly recommend!"

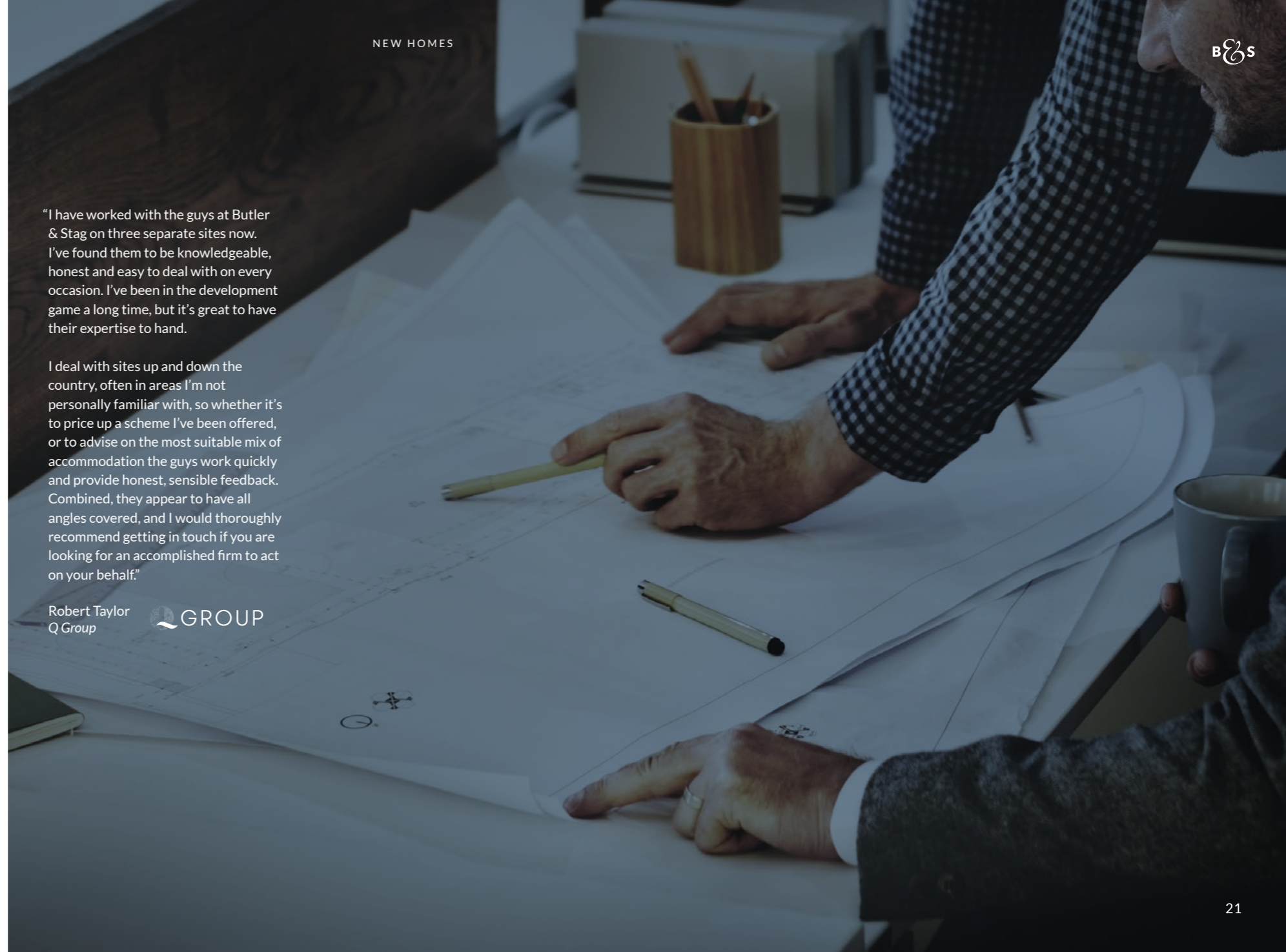
Spencer Walsh  
Pristine London Ltd



"I have worked with the guys at Butler & Stag on three separate sites now. I've found them to be knowledgeable, honest and easy to deal with on every occasion. I've been in the development game a long time, but it's great to have their expertise to hand.

I deal with sites up and down the country, often in areas I'm not personally familiar with, so whether it's to price up a scheme I've been offered, or to advise on the most suitable mix of accommodation the guys work quickly and provide honest, sensible feedback. Combined, they appear to have all angles covered, and I would thoroughly recommend getting in touch if you are looking for an accomplished firm to act on your behalf."

Robert Taylor  
Q Group



# Development Consultancy

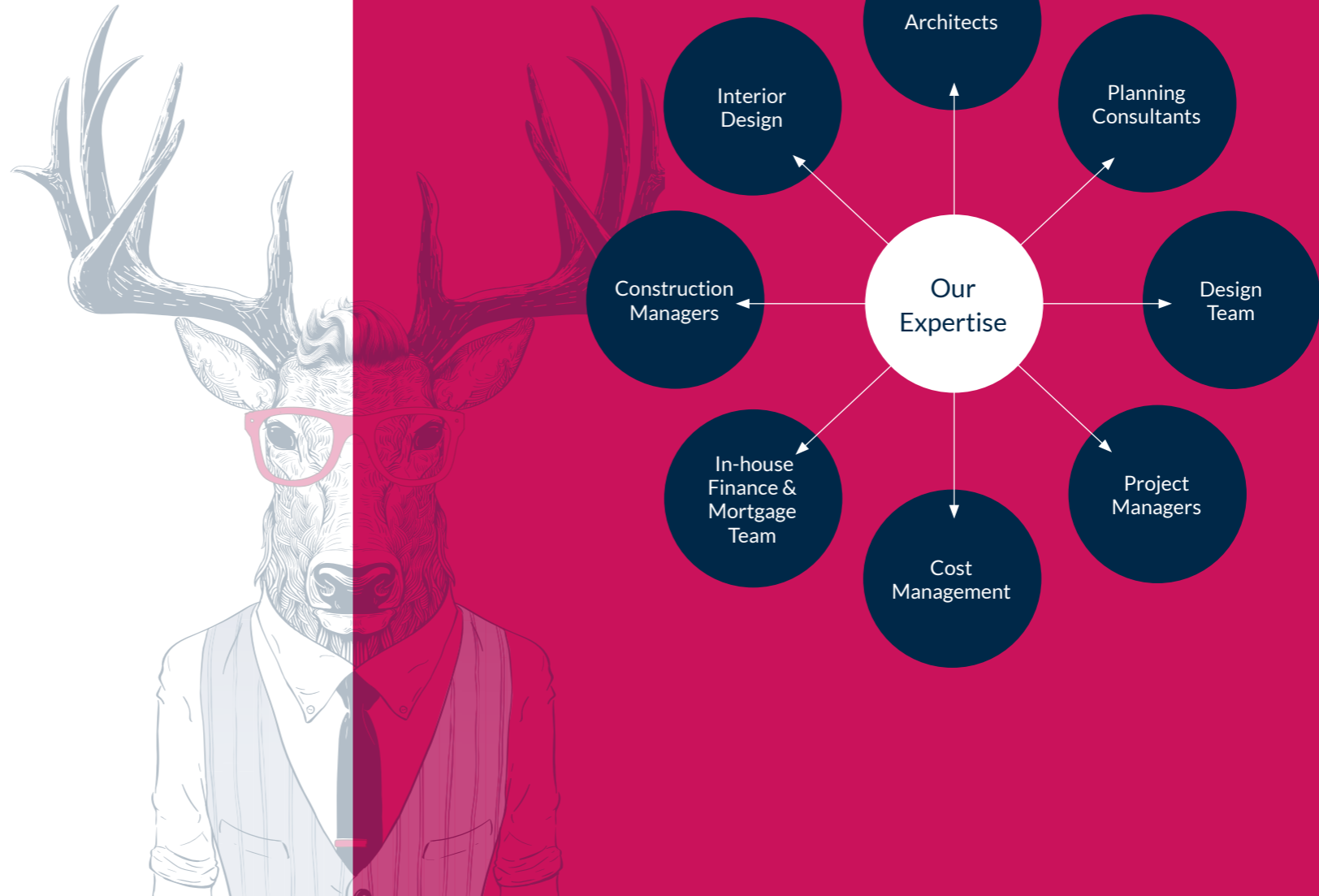
Butler & Stag works alongside landowners, developers and institutions who are looking for the experience and creativity to maximise the full potential of a site. Our dedicated team has a wealth of experience in each stage of the property development lifecycle, as well direct access to the right resources, including an impressive in-house Marketing and Sales team.

Our services range from acquisitions and planning right through to a fully comprehensive design and build programme, including a strategic marketing campaign and sales service. With each development facing its own unique challenges and constraints, Butler & Stag's Development Consultancy can simply supplement your existing team or take on an entire project from planning through to completion on your behalf.

Whilst we have a wide spread of experience across the various development disciplines, we can also appreciate that there is no such thing as a 'standard development'. We rely on our sector knowledge and operational expertise to navigate the intricacies of each development professionally. In addition to this, we draw upon the skill sets of the experts around us to find the solutions we need and we will always consider how best to maximise the development potential, without compromising the integrity of a project.

As well as access to our trusted team of experienced contractors and consultants, our propositions boast flexibility for our clients, offering support and services where they are most needed. Our approach promises clear communication and transparency around decision making and we consider meeting timelines a priority. We keep all of our clients abreast of project milestones and progress as well as any new suggestions or strategic decisions when necessary. Our experts will also provide professional services with analytical intelligence on the financial viability and build-ability sequencing of the investment proposition. We convert ideas into reality with significant time and cost savings that assist in transforming communities when implementing our DPM (Development Partner Model).

We are truly passionate about getting the most out of a development for our clients and value every opportunity equally, treating it as if it were our own investment.



# Development Consultancy Services

- Identification of opportunities within existing portfolios
- Site options and Constraints Appraisals
- Market Appraisal and Viability Assessment
- Partnership Structures and Stakeholder Engagement
- Funding Advice (Equity finance through to Senior Debt) in-house
- Sourcing Funding Partners
- Market Research and Competitor Analysis
- Master-planning
- Full Multi-discipline Design including Architecture and Engineering
- Development Management and Value Engineering
- Phasing and Programming
- Programme and Project Management, including Multi-party Coordination
- Neighbourly matters
- Traffic and Transportation
- Sustainability (including BREEAM and WELL)
- Development Monitoring
- Marketing Strategies
- Pre-launch Marketing Support
- Sales Suite Design and Management
- On-site Sales Support
- Leasing and Sales Strategies
- Property Management – on completion of the development
- Exit Strategy



## Our Offices

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### Buckhurst Hill

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