

NEW HOMES





WHY CHOOSE US

We're proud to say we're one of the East Midlands' leading estate agents and we've built our reputation on the tried and tested values of good service and great advice. We've been established in the area for over 30 years, but that's not to say that we're rooted in the past – we employ industry-leading techniques, on-the-ground insight, and innovative technology to help you achieve your property goals. So if you're looking to buy or sell development land or new homes, you can trust us to deliver on our promises.

OUR DEDICATED NEW HOMES TEAM

Our Land & New Homes department is run by a team of dedicated, knowledgeable and enthusiastic individuals. We have many professionals you can turn to for advice and insight, that will help secure the profitable result you're looking for.



Kevin Scrupps

DIRECTOR



Tim Downing

DIRECTOR



Paul Wood

DIRECTOR



Craig Stones

LINCOLN



Lewis Brooks

BOSTON & SPALDING



Dale Brewster

NOTTINGHAM



Jamie Aspland

SLEAFORD



Luke Donaghy

GRANTHAM



Frazer Downes

GRIMSBY &
CLEETHORPES



Emma Shaw

CUSTOMER SERVICE
MANAGER



Deborah Wing

SECRETARY



Mark Brayfield

LETTINGS MANAGER &
INVESTMENT ACQUISITION



Jo-Anne Beeton

ACCOUNTS EXECUTIVE



Michael Cartwright

WEB DEVELOPER



Emma Hines

MARKETING



Gary Wand

HEALTH & SAFETY

OUR DEDICATED FINANCIAL TEAM

Pygott & Crone offer a free initial consultation to all our applicants and can help them through the process of getting a mortgage, arranging insurance for their property, and setting out other important options for consideration. We also have specialists in new build, Help to Buy and shared ownership who can help.



Ahmed Jilil

FINANCIAL SERVICES DIRECTOR



Deborah Sidwell

MORTGAGE & PROTECTION
ADVISER



Bianca van Tonder

MORTGAGE & PROTECTION
ADVISER



Dave Jolley

MORTGAGE & PROTECTION
ADVISER



Lucy Shaw

MORTGAGE & PROTECTION
ADVISER



Mark Cox

MORTGAGE & PROTECTION
ADVISER



Josh Campbell-Foreman

MORTGAGE & PROTECTION
ADVISER



Caroline Perry

MORTGAGE & PROTECTION
ADMINISTRATOR



Gemma Aram

MORTGAGE & PROTECTION
ADMINISTRATOR

OUR AGENCY SERVICES

LAND AND NEW HOMES

Sharing knowledge

We are proud members of the Land & New Homes Network. This sets us apart by providing our agents with additional knowledge to engage with bigger land opportunities and new homes. Our specialist team offers advice to a diverse range of buyers and sellers.

RELOCATION AGENT NETWORK

A community of trusted agents

As your local Relocation Agent, we work together with around 600 fellow Relocation Agent offices across England, Scotland and Wales, helping buyers to identify properties in unfamiliar areas, providing trusted advice and support in their move.



**LAND & NEW HOMES
NETWORK**



SALES PROGRESSION

Keeping you informed

We have a dedicated sales progression team who will keep you informed every step of the process; from the sale being agreed all the way through to completion. They will stay in constant contact with the buyers, you the developer, and all parties involved; discovering the extent of any chain and overseeing documentation.

FULLY QUALIFIED BUYERS

Matching your development to our database

We have a large customer database, which allows us to market and promote your development using a range of materials to those that already have a property, as well as those that are continuing their search. This data allows us to engage with our customers, maintaining strong communication throughout, promoting new developments and open days that they may be interested in.

ENGAGEMENT

Engaging with the local community

Using our High Street presence and knowledge of surrounding areas, we can effectively engage with the local community to promote your development and generate relevant interest. This can include; full-page advertising in the local newspapers, magazines and active promotion in the branch.

SITE SOURCING

Simplified site search

With our expert knowledge of site sourcing, and using the latest tech we can assist you in identifying and acquiring suitable sites for future developments. Through us, you will have access to many sites even before they go on the market, allowing you to show your interest before anyone else. We will also provide you with important information on the development which may cover known flood zone areas, conservation zones and whether a development nearby has ever been refused planning permission.

GENERATING BUYERS

Exceeding expectations

When customers walk into, or register with a Pygott & Crone branch, they may have a preconceived idea of what they are looking for. It is our job, to fulfill their requirements and assist them in finding a property that matches their expectations. We are highly skilled in understanding our customer's criteria and can help them to look at options that they may not have previously considered.

SITE STAFFING

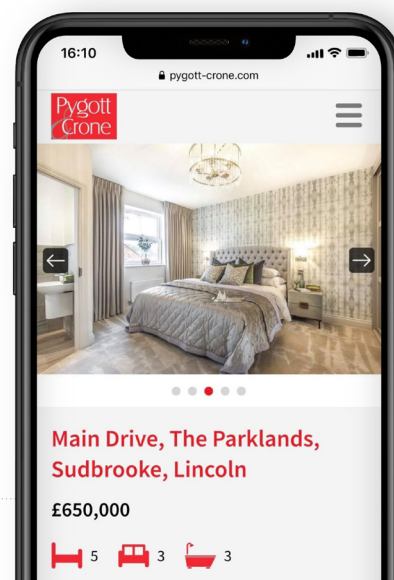
On site dedicated customer service

As part of selling through us, we can provide fully trained staff for your site, who can help welcome visitors and attend to heavier footfall on busy weekdays and weekends. Supported by the latest technology our staff will provide the same high standards of service to customers viewing the show home or site, as we provide in our individual branches.

WEBSITE & LIVE CHAT

Showcasing your development

Our company website offers a wide range of services and tools for our customers to use, all there to help ensure the search for a property and the sales process is as smooth as possible. Each of our developments gets a dedicated page on our website, showcasing all the plots and features of the development. Our website is fully responsive on all devices, making the user experience as straightforward as possible. Live chat is also available 24/7, to answer any queries promptly and efficiently. Visitors are encouraged to actively engage through our Pygott Plus portal.



OUR AGENCY SERVICES

PART EXCHANGE

Providing a quicker sale option for buyers

You may have customers interested in purchasing a newly built property who are struggling to sell their existing home, because they are a part of a chain and can't move quickly. The larger the chain, the greater the chance of issues that could affect the sale of a new property – causing stress, inconvenience, and worry. Pygott & Crone can offer the Part Exchange option on your development, proactively handling all aspects of the process; from the initial valuation right through to completion. The scheme has no cost to our developer clients, the part exchange is handled externally and therefore providing our developers with a proceedable buyer.



24 / 7 AVAILABILITY

There for you 'day and night'

For our customers, we make ourselves available 24/7. Our phone lines and live chat are there at any time of day that our customers wish to contact us. It is important that we make ourselves available to deal with any enquiries at any time. Ultimately, this means that any issues that arise outside of standard working hours, can be resolved and communicated quickly.

MANAGING LEGAL PROCESSES

From sale to completion

Our in-house conveyancing and sales progression team will support buyer through the entire process. We also have dedicated new build specialist lawyers to help manage legal transactions.

DEVELOPER TRACKER

Stay up to date 24/7

Our Developer Tracker is ideal for the smaller individual builder, through to national house builder and board-level reporting. The tracker enables you to keep aware of activity and marketing statistics for all of your property developments. We collate data from all individual listed plots/properties into an easily accessible format, in near real-time. This data includes internet activity on our website and Rightmove, details of viewings, offers, and sales progression on accepted offers. You can see which people have viewed what plots, and their thoughts on your development. This data can be filtered every month, or viewed over the full marketing period so that you can quickly bring yourself up to date with how your development is doing.

The developer tracker is integrated into our Pygott Plus system which is accessed through our award-winning website. It is available 24/7 and can be viewed on mobile, tablet or desktop, and access can be granted to multiple people in your organisation if required. The Developer Tracker comes as standard when you instruct Pygott & Crone, and expertly compliments the service we provide on-site, in-branch, and online.

MORTGAGES

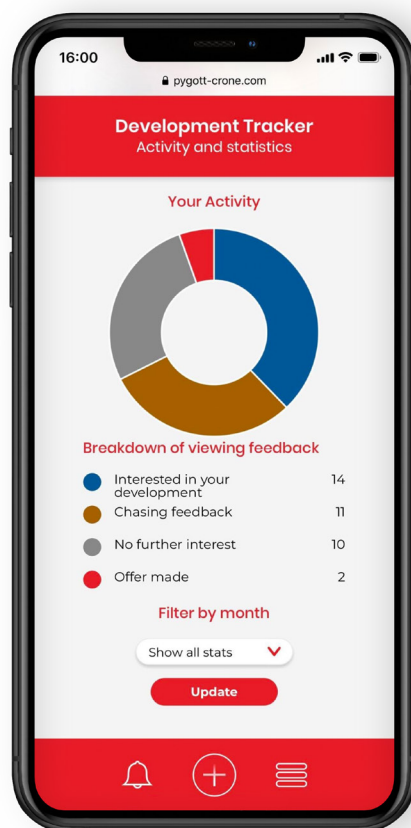
Financial services team in-branch

Stonebow Financial Services are a part of Pygott & Crone, who offer a free initial consultation on a very personal basis to our customers. They can help through the process of getting a mortgage, arranging insurance for the property and set out other important options for consideration.

We have access to over 12,000 mortgages from over 95 lenders. We have at least one mortgage and protection adviser covering each of our branches across Lincolnshire, so our customers can access our mortgage services easier than ever. Our friendly and experienced team are highly trained and well informed of the various markets and options available. Overall, they will help speed up the sales process, guarantee completions and help avoid possible fall throughs during the sale.

Your home may be repossessed if you do not keep up repayments on your mortgage. There may be a fee for mortgage advice. The actual amount you pay will depend upon your circumstances. The fee is up to 1% but a typical fee is 0.3% of the amount borrowed.

Stonebow Financial Services Limited is an appointed representative of Mortgage Advice Bureau Limited and Mortgage Advice Bureau (Derby) Limited who are authorised and regulated by the Financial Conduct Authority.



OUR DESIGN & MARKETING SERVICES

SOCIAL MEDIA

Advertising campaigns

To ensure you have the desired footfall on your show home Open Days, we recommend a full social media campaign to bring the development to your target audiences' attention. This can be run over several weeks to a targeted demographic and there are different price tiers available which we can discuss with you.

DIRECT MAIL & EMAIL MARKETING

Leave it to the experts

Brief Your Market is a trusted service that we use for distributing additional advertising to a select audience. We can generate valuable interest by targeting a specific demographic from our customer database. We then distribute a range of email marketing and/or A5 mail-outs to select addresses. This is an optional service that can be quoted separately.



EDITORIALS

Additional exposure in print & online

When launching a new development, it is important to gain as much exposure and interest for launch events / open days as possible. We can produce a full written article / press release to the local media and online outlets, which can be published to introduce the local residents to your project and raise awareness of the development as a whole.

PROPERTY PORTALS

Rightmove & On The Market listings

All properties and developments will be listed on Rightmove, Zoopla and On The Market as standard. We will provide you with regular updates based on your portal performance, including search impressions, hits and enquiries received.

BROCHURE DESIGN

High-quality printed or digital particulars

We highly recommend a brochure for your development, we can provide you with an original high quality digital and/or printed design.

Our in-house team will be happy to discuss your requirements to maintain a strong image across all marketing materials for promoting the development. The design will compliment your brand or we can also provide an original concept based on the unique characteristics of the development. It is a great way to visualise your development, add value and provide customers with a reference when purchasing a property. However, as this as an optional design service for which we can provide a bespoke quote tailored to your requirements.



OUR DESIGN & MARKETING SERVICES

DEDICATED DEVELOPMENT WEBSITE

Raising your development's profile

Give your development a unique flavour and distinctive edge, by opting for a bespoke microsite design. A microsite is a small website dedicated to your project, proven to improve its online exposure, increasing both website traffic and customer engagement. It is great for showing in-depth content about the local area, video, interactive site plan, real-time property availability and more. Potential house buyers will be able to interact and fully explore all elements of your development. A microsite, will complement the individual development page that will appear on our award-winning website; opening up a further source of enquiries.

Our design and development will be entirely white label and 100% loyal to the look and feel of your brand. At any time, even after launch, website content and new features can easily be added and improved depending on your requirements. We offer fast turnaround times and a fully responsive website, fit to engage with buyers through all devices; mobile, tablet and desktop. It will show your development in an easy-to-digest and logical manner and promote greater interest and enquiries for the development.

CO-ORDINATED MARKETING

Unique engagement with your audiences

Marketing is the most powerful and essential tool for engaging with potential buyers. By thoroughly understanding your brand and consumer, we can design a campaign to run across a wide range of digital and printed media; Website advertising, Facebook campaigns, Brochures, Mail-outs, Emails, etc. All of these platforms will offer unique engagement, building relevant interest in time for the completion of the build. We can keep you up to date with the results of the post, including link clicks, reach and engagement.

AWARD-WINNING WEBSITE

New for 2022

Our in-house marketing team is constantly developing, evolving, and updating our website to give our clients the best possible experience, and our properties the best possible exposure. They can create bespoke banners and on-page marketing, analyse trends, refine the user experience and integrate any system as needed. They can respond proactively and efficiently to any request, enabling effective digital marketing to be delivered on demand.

BENEFITS OF A MICROSITE

Features in-depth content about the local area, video, interactive site plan, and real-time property availability

Own web address (domain name) of your choice (subject to availability), looks more attractive in marketing

Showcases everything about the development in an easy-to-digest, logical manner



White label, can be 100% loyal to your brand

Improves the online exposure of the development, increased website traffic, leading to increased enquiries

Looks and works great on mobile, tablet, and desktop

[CLICK TO VISIT AN EXAMPLE MICROSITE](#)

ADDITIONAL BENEFITS

- Focuses and increases customer engagement
- Fast turnaround times from concept to launch
- Fully integrated with Pygott Plus - list of available properties automatically updated, enquiries feed directly into our in-branch software.
- User friendly content management, future features can be easily accommodated

FIRST IMPRESSIONS COUNT

PROFESSIONAL PHOTOGRAPHY

Bringing your development to life

A picture speaks a thousand words and it is important that you make a great first impression. At Pygott & Crone we have professional photographers on hand to help capture the most impressive details of properties and show homes. By using high-quality photography, you can ensure an impressive finish, highlighting the most unique selling points. Generating high quality materials for the use of marketing is also vital for versatility whether you require printed or digital outcomes. In addition, they give customers the most realistic feel of the property without having to visit the site. Once a development has sufficiently progressed, we will arrange for a full range of photographs to be taken.





CLICK THE IMAGE TO VIEW A 3D TOUR



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The 3D Showcase uses the very latest technology to capture fully responsive property tours that work seamlessly and offer a unique perspective.

”

3D IMMERSIVE TOURS

Explore the show home in great detail

We are proud to offer a new form of immersive 3D media that really brings your development to life. The Matterport Pro 3D Camera is a next generation device that captures colour and depth. Leveraging cutting-edge technology and powerful cloud processing to make immersive digital experiences out of real-world environments.

Using the proprietary Doll-house View and a Floor Plan view, the 3D Showcase easily allows the viewer to navigate their way through a property, using only their mouse, keyboard or finger on smart-phones and tablets. The 3D Showcase uses the very latest technology to capture fully responsive property tours that work seamlessly and offer a unique perspective.

FULL FILM / DRONE FOOTAGE

Capture your development in a unique way

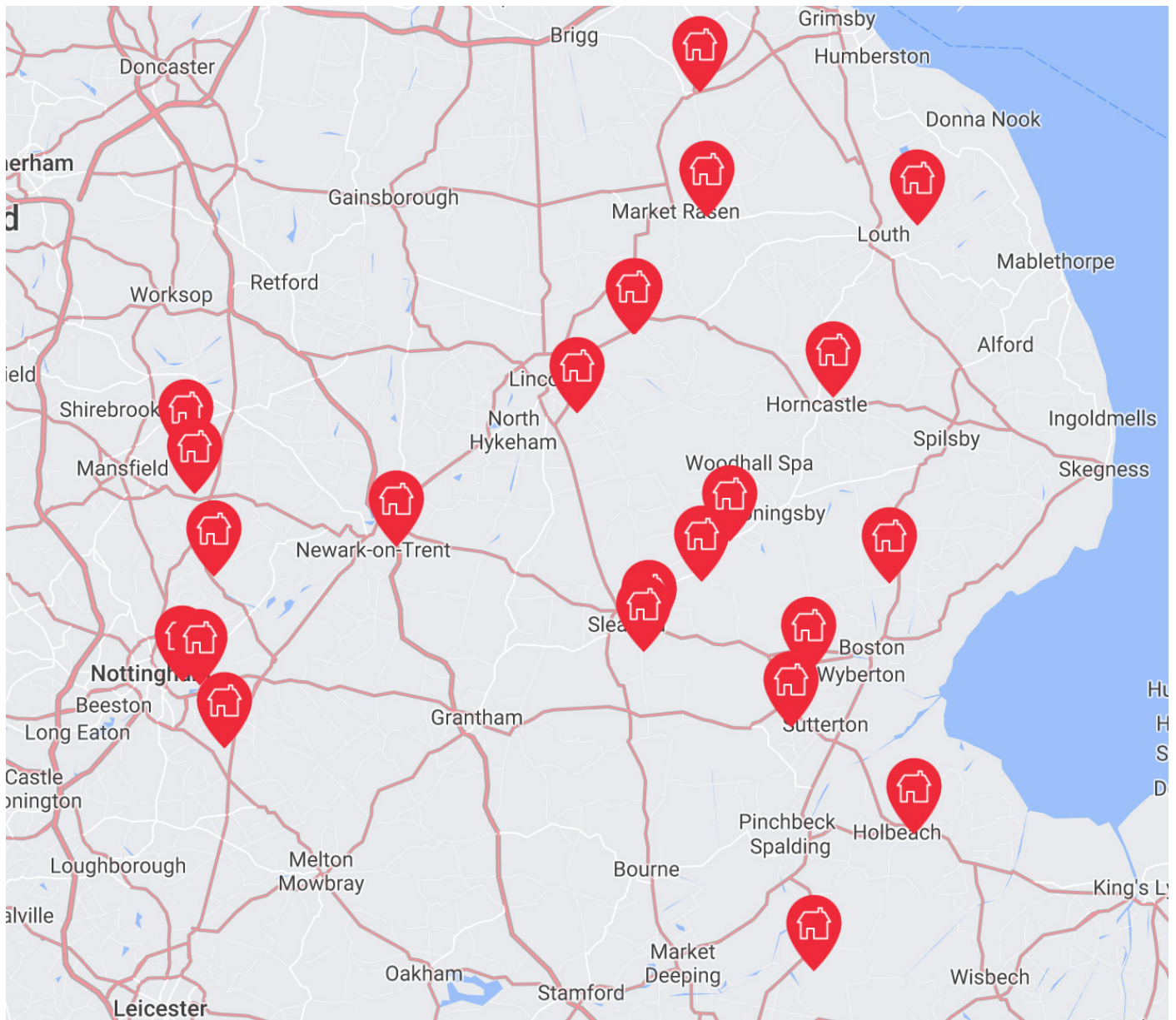
For a special project or one of a large scale, full film is an important option to consider. If professional photography isn't enough to showcase the full capacity of the development, capturing video or drone footage can give your prospective buyers a truly unique perspective. For example; it may help your customer to visualise life on the development and get a sense of the community and surrounding amenities.

LAND & NEW HOMES SITES

EAST MIDLANDS & BEYOND

We have a large number of Land & New Home development sites throughout the East Midlands and beyond. Our expansion is supported by our membership of the Land & New Homes network and being Platinum members of the Relocation Agent Network.

We are involved at each stage of the process, from initial enquiries to site marketing, to make sure the correct support and advice is given to achieve the best possible outcome every individual development.



DEVELOPMENTS

THE PARKLANDS

Sudbrooke, Lincoln

The Parklands Sudbrooke is an exciting new development, nestled within a beautiful woodland surrounding approximately 7 miles from Lincoln City Centre. 24 stylish house types blend with perfect harmony into the beautiful natural environment, everything from thatched cottages to spacious family homes.

This unique and wonderfully diverse development is planned to create a community for all to enjoy. The wooded areas are immaculately cared for, making for picturesque walks, rambles with the family and more energetic jogs. The development's centrepiece is an independent pub and restaurant, acting as a central hub for residents and visitors to come together.





WIGNALS WOOD

Holbeach

Wignals Wood is an exclusive residential development of 77 homes, located south-west off the historic fenland market town of Holbeach and 1 hour off the Norfolk coast. Offering a stylish range of 3 and 4 bedroom traditional houses and bungalows, this development will suit a variety of buyer's needs and price ranges. There is a selection of three and four-bedroom properties in seven different designs to suit all styles and uses. The specification is to a very high standard assuring attention to detail on every property. Some finishes may be personalised depending on the stage of the build.

FOREST PARK

Annesley, Nottinghamshire

Forest Park is a development of 45 plots with a range of family homes built by the award-winning home builder Taggart Homes. The properties are a mixture of detached, semi-detached and terraced 3 to 4 bed roomed homes; with an en suite and family bathroom. The development also has a single 2 bedroom property, and all properties benefit from off road parking.

Forest Park is located in a prominent location in Annesley; providing excellent links to Nottingham, Mansfield, Derby, and the M1 motorway. The development is positioned to the west of Derby Road, which runs north-south through the village, at the junction with Forest Road. The village itself has many amenities including local shops, and a primary school. The Sherwood Business Park is on the edge of the village, boasting 70+ established businesses.





HANDLEY CHASE

London Road, Sleaford

Handley Chase is a select and exciting development in a much sought-after location on London Road in Sleaford. The well-planned development featuring a collection of detached homes built to a very high standard. Internally the homes are bright, spacious, and designed for modern living; built with high quality fittings and build materials. Handley Chase it is a perfect location for families with all of Sleaford's amenities within a short stroll.

WHAPLODE

Field View, Whaplode

Field View is a popular new development of bungalows and houses, offering a mix of 1, 2, 3, and 4 bedroom properties. Built on a former agricultural site in the popular village of Whaplode, this stunning development offers a diverse choice of properties each built to modern high standards. The village amenities are easily accessed, and the site is conveniently located between the market towns of Spalding and Holbeach.





TEMPLE FARM

Temple Bruer, Wellingore

Temple Farm will comprise only eight bespoke luxury homes forming part of the hamlet of Temple Bruer which nestles in a beautiful semi-rural location yet still considered conveniently accessible. Of particular note both the A1 and Intercity Rail Service to Kings Cross are only 18 miles away at either Newark or Grantham.

The work has been carried out to a particularly high standard with a mixture of stone & brick barns, under clay pantiles, completely refurbished using a mixture of old & new materials with the latest insulation practices & modern interiors. The property will have the benefit of a 10-year warranty from the provider Ward Cole Structural Engineers.

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