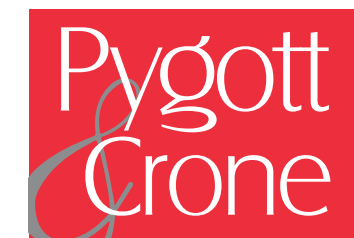




Pygott
& Crone



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 33 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.

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

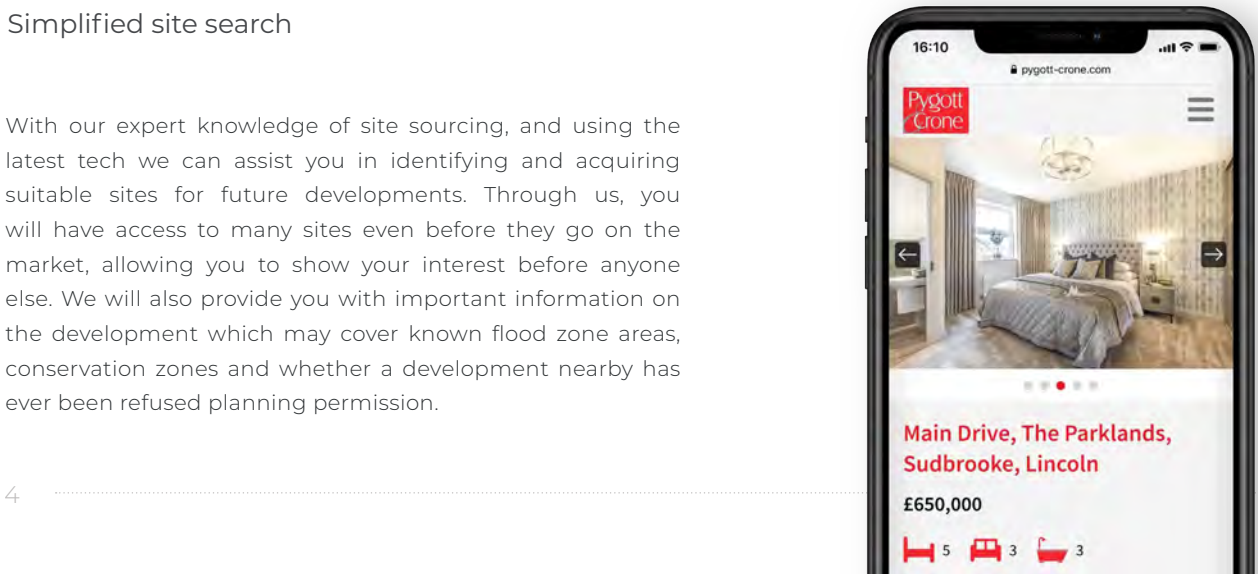
On site dedicated customer service

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.



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

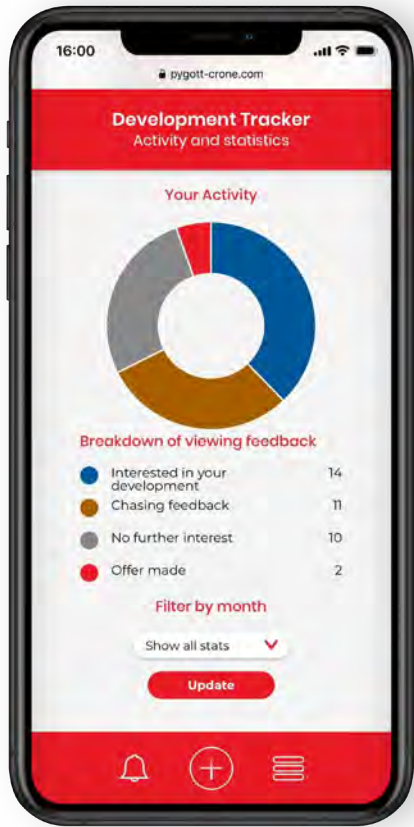
Financial services team in-branch

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

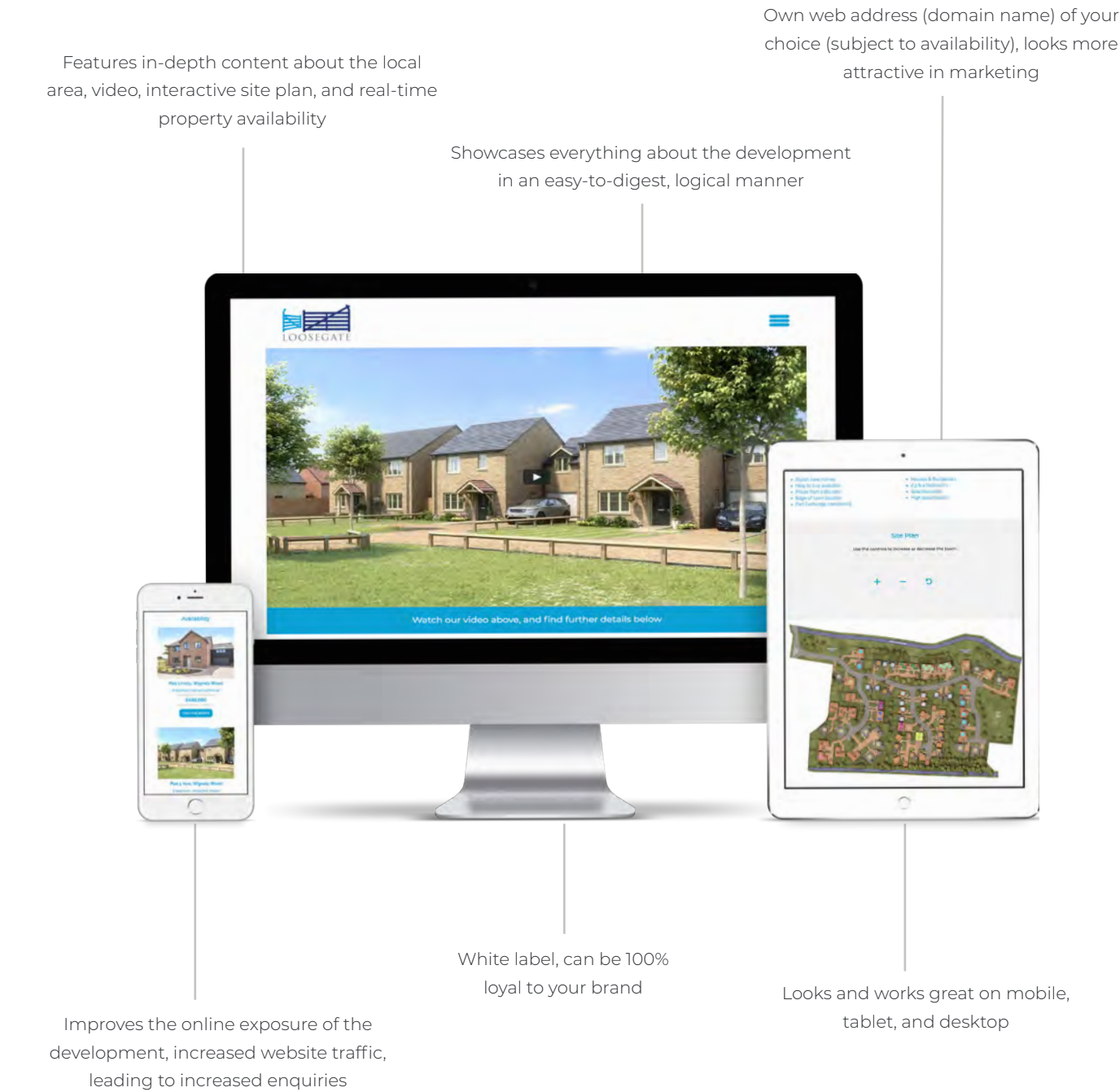
Marketing is the most powerful and essential tool for engaging with potential buyers. By thoroughly understanding your brand and consumer, we can design a campaign to run across a wide range of digital and printed media; Website advertising, Facebook campaigns, Brochures, Mail-outs, Emails, etc. All 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



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.



“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.

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.



Land & New Homes

As a land or property owner, you'll no doubt appreciate that you possess a valuable asset. But are you aware of all the development opportunities available to you? And if you have already applied for Planning Consent with a view to selling, did you know that there are many lucrative options open to you that are often overlooked? Put simply: your land could be worth more than you think.

At Pygott & Crone, we're the local experts in providing landowners like you with unrivalled insight and intelligence, and on introducing them to trusted property buyers and local specialists. If we have identified that your site has development potential then we want to offer you the benefit of our unrivalled advice and experience.

We specialise in helping people like you navigate the many pitfalls that can occur when assessing a valued site.

We've got the expertise and experience of dealing with a range of national, regional and local house builders, so if you're thinking of selling, we can often introduce you to a serious buyer.

If you own a property or piece of land that may have potential, we can help you navigate the planning system (if necessary) and negotiate with possible partners such as house builders. We can also offer advice and insight that will help you maximise its value.

Our dedicated specialists are adept at adding value for our clients at any stage of this process.



Our ARLA regulated lettings teams provide honest, trusted advice and have the knowledge and experience to both maximise the investment return on your property and of the legislative requirements.

Our local lettings experts provide clients with accurate and achievable rental valuations and offer guidance through all stages of being a Landlord. Whether you are letting a single property or portfolio, our staff are ideally placed to help you.

As clients of Pygott & Crone, our Landlords have access to a secure online property tracker providing 24/7 marketing updates, free high profile advertising, the security of a robust tenant referencing service, a detailed photographic inventory and the peace of mind that our lettings teams have experience of the lettings industry.

Giving a landlord complete peace of mind, our full management service is our most comprehensive solution. Our team will also prepare the Tenancy Agreement and register the deposit, collect the rent, complete regular inspections, arrange any maintenance or repairs, serve any statutory notices, sign the tenant out and negotiate and post tenancy disputes.

It is a legal requirement that where appropriate all rental properties have an up to date Gas Safety Certificate, Electrical Installation Condition Report (EICR), Energy Performance Certificate and Legionella Risk Assessment.

Our experienced team can arrange all these safety checks for you. This ensures your tenant remains safe and you, as a Landlord, remain compliant.

As we are regulated by the Association of Residential Letting Agents, we are always up to date with the ever changing lettings legislation.



Buying a property is a significant event in any person's life and it always makes sense to take some financial advice. Stonebow Financial Services offer free no obligation expert financial advice on a very personal basis, and can help you through the process of getting a mortgage, arranging insurance for your property, and setting out other important options for consideration.

Selecting the right mortgage is very important, whether you are a first time buyer, re-mortgaging or buying an investment property. We will help you to plan your budget, look at all the costs involved in buying and selling property, and advise you about the outgoings you will incur once you have moved into your new home.

We have at least one mortgage and protection adviser covering each of our branches across Lincolnshire, so you can access our financial services easier than ever. Our friendly and experienced team are highly trained and well informed of the various markets and options available.



We have access to over 12,000 mortgages from over 90 different lenders.

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.

Stonebow Financial Services Limited. Registered office: 3 Castlegate, Grantham, Lincolnshire, NG31 6SF, Registered in England Number. 09341449

Stonebow Financial Services Limited is part of Pygott & Crone Holdings Limited Group.

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