



# GUILDMORE

**Dear Landowner,**

You're probably reading this letter because we've contacted you recently. Hopefully once you've read through the section below, you'll be more familiar with our process. Please contact us so we can discuss any aspect of the process further or answer any other questions.

### **Why have you written to you?**

We've specifically identified your property as having significant development potential and noted that your plot is under-utilised in town planning terms. We've considered the context of the broader character of the area and are confident that your land may have potential for further development. This letter is the start of the process that could enable you to realise the financial value locked within your land.

### **Is this just another direct marketing exercise?**

No. we've selected your property and undertaken an initial development audit to assess your land's potential with regard to planning policy, architectural design in the context of the wider area and financial viability. As a result, we are writing to you as we have decided that your plot has significant development potential.

### **Why is it a good idea to sell your property in the current economic climate?**

If our proposals require the acquisition of your property, then agreeing to sell in the current economic climate can work to your advantage. This is especially the case if you want to climb the property ladder. We can offer you a sum in excess of the market value of your property upon obtaining planning consent. This places you in the enviable position to use this windfall gain to acquire the next property you desire. What's more, entering the market as a cash buyer, and not as part of a chain, allows you to operate from a strong negotiating position. Looking ahead, it's important to remember that prices are relative, so selling when prices are high does not necessarily represent best value if the values of other accommodation have risen proportionally.

### **What if you are interested in selling right now?**

In certain circumstances we may consider buying your property without the benefit of planning permission, However, we've written to you in full anticipation of paying you a substantial sum on the basis that we secure full planning consent to redevelop your land.

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## **What if you are not ready to sell right now?**

If you are not interested in selling right now, but would possibly consider doing so in the near future, then please contact us now. We can discuss your requirements and tailor a contract to accommodate your timescale. Contact us now to start the planning process. This will place us in the ideal position to make a purchase at a time that is appropriate for you.

## **How long does it take to get planning permission and why can it take so long?**

Obtaining planning permission is a complex task that can be time-consuming. There is far more to it than submitting drawings to the Local Planning Authority. Most Local Planning Authorities now require a range of documentation to be submitted in support of applications. These often include planning statements, design and access statements, topographical surveys, arboricultural impact assessments and acoustic surveys amongst others.

Aside from the technical support documents that we are required to produce, we have to consider the design and impact of our proposals on the character of an area. The results form the basis of our pre-application enquiries with the Planning Officer. Making draft changes to set drawings and attending meetings with the Planning Officer are normal practice when we prepare an application prior to submission.

Once the application is submitted and registered, the formal process begins and the Planning Officer may seek advice from other external consultants, in order to make the public aware of the application. This part of the process takes from 8 to 13 weeks (depending on the number of units of the proposed scheme) and may result in us presenting the application to your Local Authority's Planning Committee. Members of the Planning Committee tend to meet once month and this process can add time to a planning decision.

## **Why do I have to sign a contract?**

We undertake to pay for all of the planning application costs. These costs can run into thousands of pounds, due to the professional service costs that are involved in the process. Having committed to spend this money, we want to ensure that you'll sell your land to us, as soon as we obtain planning permission. So we require a contract to be signed to protect our investment in your land.

## **What happens if you do not obtain planning permission?**

If the Local Planning Authority refuses to grant us planning permission for your land, then we'll evaluate the reasons for refusal on the Planning Decision Notice. If the reasons can be overcome, which is typically the case, then we'll use our expertise to carefully devise a challenge against the refusal decision, by appealing to the Planning Inspectorate. It is rare that we do not obtain planning permission as we engage with the Local Planning Authority totally in the process.



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## **Why do you think we can pay more for property than it's worth on the market?**

We've approached you because we know you have a property that is 'under-utilised' in town planning terms. When undertaking our calculations, we appraise the value of your land as separate from your house. In the majority of cases, the development land value exceeds the current market value or your property based on proposals to accommodate further development on your land.

## **For more questions relating to the land acquisition process, please contact me:**

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