



**Connells**  
group

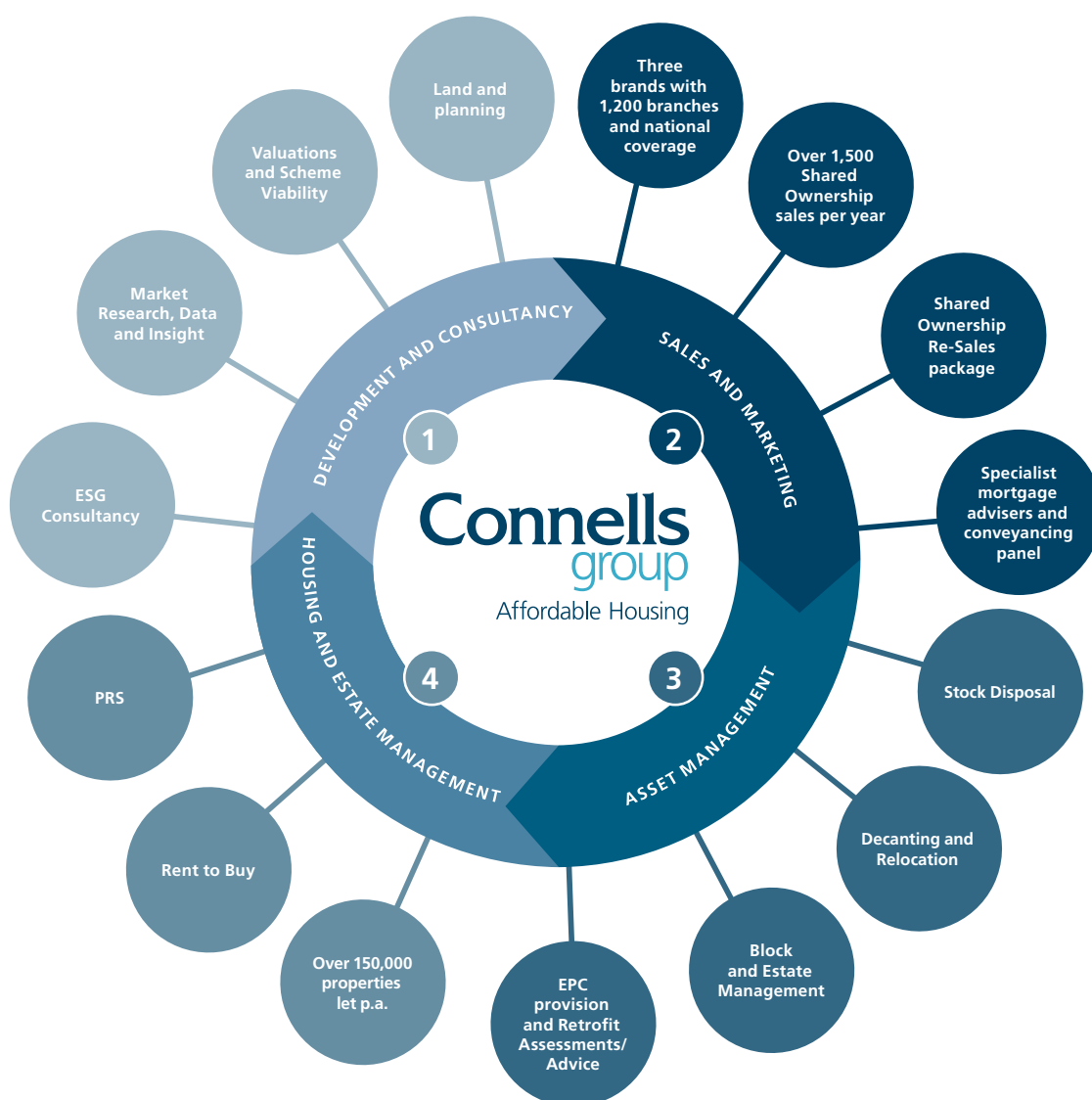
**Affordable Housing  
Our Proposition**

# Sector-leading expertise from the UK's largest Affordable Housing service provider

## We understand your business

Connells Group Affordable Housing proposition provides a full range of services across Countrywide, Connells, Sequence and all associated Group functions, offering a full-property and customer lifecycle, from acquisition to disposal.

A truly tailored proposition to meet the needs of Registered Providers, Investment clients and Local Authorities. As the UK's largest integrated property services group, with over 1,200 estate agency and lettings branches across the country, our finger is on the pulse of the housing market.



# Our suite of services

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## Development and Consultancy (Land, Build to Rent, PRS & Affordable Housing)



### Connells Group Market Intelligence (Shared Ownership and PRS)

Our in-house research team provide bespoke reports designed to provide clients with evidence-based research regarding the supply and demand dynamics of affordable housing within a defined area.

Our unique up to date market insights across the UK property market, assist clients in making decisions, understand the local markets and target audiences.

With over 10% market share, we have a lens on the housing market which our competitors cannot replicate.

### Lambert Smith Hampton

Our services across the Affordable Housing sector, assist Registered Providers, Investment clients, and Developers, unlock development potential, by offering sourcing, planning, funding, advising, managing, valuing and selling properties.

We provide project planning, ESG consultancy and technical services to public sector landlords on energy surveys, investment planning, procurement and cost consultancy, Red Book valuations and scheme viability.



### Affordable Housing Consultancy

We provide consultancy services to new and existing entrants to the market from research, planning, viability, policy, and procedure, ensuring compliance, and coordinating all the associated services.



# Sales and Marketing

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## Shared Ownership and Re-sales

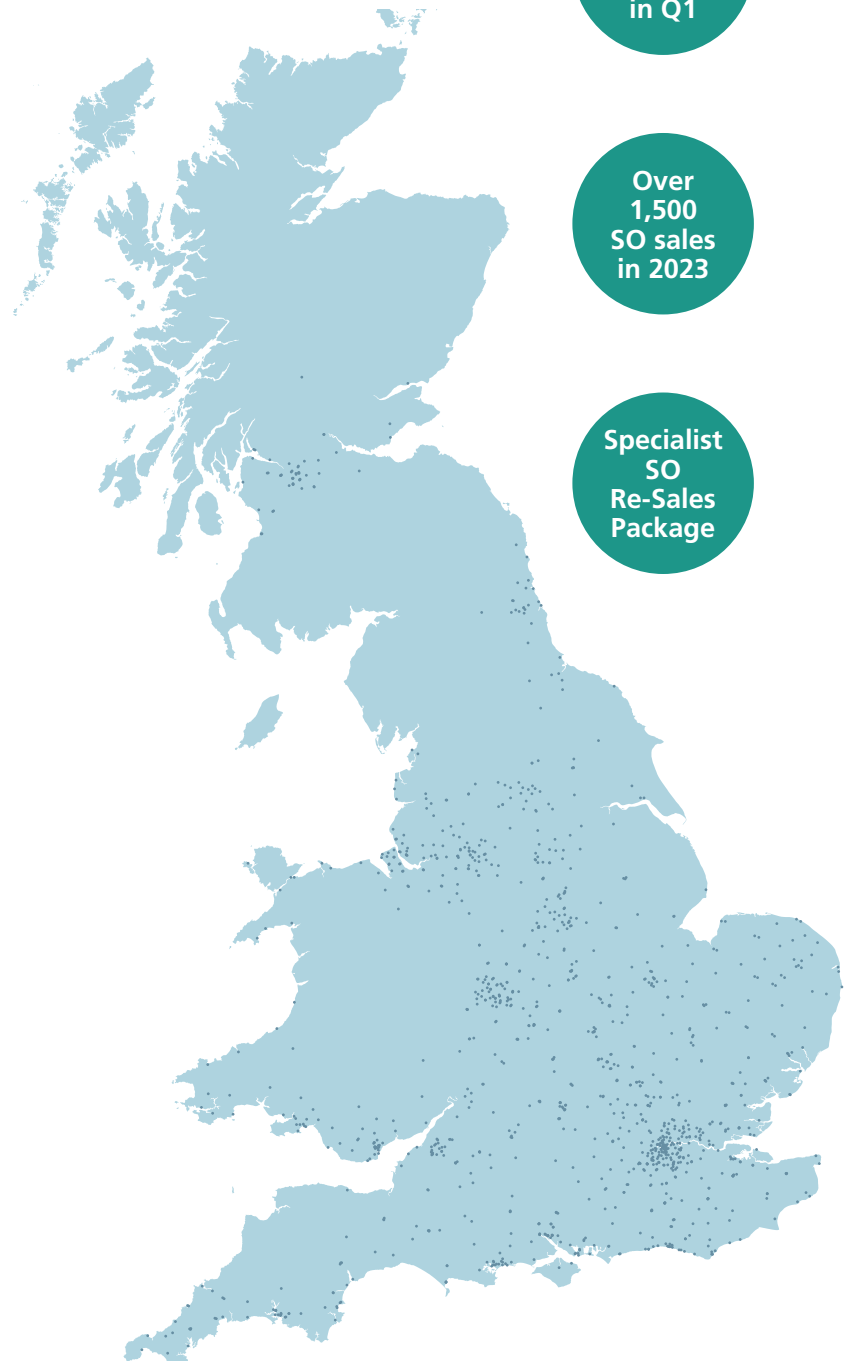


Connells, Sequence and Countrywide agency branches offer local knowledge and a national presence providing clients with unrivalled coverage.

We have helped over 4,000 households buy a Shared Ownership home over the last 4 years and work with more than 50 Housing Associations.

### Our end-to-end offer includes:

- Land sourcing
- Site demand and pricing advice
- Stock disposal
- Specialist Mortgage and Conveyancing service
- Marketing advice through to sales and handover
- Re-sales service
- Surveys and Red Book valuations
- Professionally trained, knowledgeable, local sales people



Over 110,000 FTs registered in Q1

Over 1,500 SO sales in 2023

Specialist SO Re-Sales Package

# Asset Management

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## Block & Estate Management, Stock, Portfolio & Land Disposal and Decanting & Relocation

As the UK's longest-established asset management operation, we offer our corporate clients, both large and small, unrivalled experience and service in the management and disposal of residential property assets.

### Our services include:

- Block & Estate Management - Portfolio purchase and management
- Stock Disposal - Portfolio appraisal and asset disposal
- Disposal - Portfolio and Land disposal
- Decanting & Relocation - Provider of emergency & temporary relocation services across the UK, 24 hours a day, 365 days a year.



# Housing and Estate Management

## Leasehold and Estate Management



### LSH Residential

Providing property leasehold and estate management services across the UK, we have a wealth of experience covering all aspects of property management.

We also specialise in offering developers and freeholders advice on new schemes, together with liaising with resident management companies to ensure properties are managed efficiently.



### Connells Living

Our specialist Affordable Housing lettings team works with Registered Providers, Social Landlords and Local Authorities to provide tailored lettings and management services across the UK. Providing dedicated portfolio managers, tailored reporting and unrivalled speed to let, we provide the following services:

#### Our services include:

- Rent to Own and Shared Ownership management PRS
- Lease Ups for Discounted Market Rent units
- Lease Ups for Open Market Rent units
- Rent Collection and Arrears Management

Over 2,000  
properties  
under  
management



### Vibrant

#### Energy Performance Certificates, Property Reports and Inspections

We are the UK's leading provider of EPC's and related energy services, with over 450 assessors across the UK, covering virtually all postcodes.

#### Our services include:

- Inspections including Gas Safety & EICR's
- Inventories
- EPC's
- Risk Assessments including Legionella

# Our success so far

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Shared Ownership properties sold over the past 2 years



Properties under management in 2023



First-Time Buyers registered in Q1, 2024

## Governance and Strength

Our ownership by the Skipton Building Society and our Financial Conduct Authority (FCA) regulated status offers clients the security and comfort of unparalleled financial strength and robust corporate governance.

## Environmental, Social and Governance

Our ESG strategy is to ensure we operate in a sustainable and responsible manner. We are taking action by minimising the environmental impact of our business operations. Our efforts aim to enhance our positive impact for our people and the communities where we operate and reside. We are now developing our plan towards Net Zero in 2045.

We are committed to delivering social value within our local communities, to our people and engaging with our supply chains, as is evident through our many policies and initiatives to support Health and Wellbeing, Corporate Social Responsibility, and the Environment. Our people fundraise, volunteer and raise awareness for a number of charities, including our corporate charity partnership with the leading mental health charity Mind.

We have governance frameworks and procedures in place to ensure compliance with legal and regulatory requirements, making sure risks are managed effectively, and to enable us to achieve good outcomes for our customers.



# Our success so far

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## Development and Consultancy



### Financial Viability Assessment, Manchester

LSH was instructed by Manchester City Council to undertake an independent review of the Financial Viability Assessment (FVA) in relation to a mixed-use planning application.

The mixed-use development proposed to provide 190 apartments, comprising a mix of flats spread across two eight-storey buildings in the heart of Manchester. The ground floor included five commercial units, along with 1,300 sqm of landscaped garden/amenity areas and 190 secure cycle storage spaces.

LSH prepared a detailed assessment of the Benchmark Land Value (BLV), which comprised of an existing industrial unit with surrounding land in a prime city centre location. LSH subsequently appraised and modelled the proposed 190-unit scheme on both a Build-to-Rent (BTR) and Build-to-Sell (BTS) basis on a fully private and policy compliant tenure mix to test the underlying residual land value against the BLV.

Complex BTR and BTS appraisals were supplied to the Client and tested against current planning policy and FVA guidance. Our advice formed part of the process that enabled the successful approval of the proposed planning permission.





# Our success so far

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## Sales and Marketing

### Abbeyplace, London

Abbey Place is a development we are acting on behalf of a client in London. This superb scheme is a mix of 173 shared ownership and rental units, consisting of one and two bedrooms and 73 private apartments. Ideally located on the Elizabeth line, the apartments offer a stylish and well designed living space for a range of buyers.

We provided full strategic sales and comprehensive marketing support - from development branding through to development set-up and digital launch activity. Our dedicated new homes marketing team project managed all aspects of the launch campaign and roll-out of each promotional activity, while ensuring the best possible results.

Our predicted sales rate of 4 per week was exceeded from the outset due to the professionalism and expert handling of every aspect of the project by our specialist shared ownership sales & marketing team with all KPIs exceeded.

### Sales results

- 22 off-plan sales were agreed within 6 weeks of launching, resulting in Phase One selling out.
- Over 50% sold off-plan within 8 months and 80% total units sold in 15 months, achieving a consistent sales rate of 2 per week.
- We attended the London Home Show in the Autumn following the launch, our sales team achieved 240 leads which led to 11 sales. We achieved a further 650 leads the following Spring at the event and maintained an impressive sales rate.



# Get in touch

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This brochure contains a brief overview of our Affordable Housing Services.

To find out more and how we may be able to help you achieve your objectives in this ever-changing landscape, please contact us.



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Affordable Housing

Development & Consultancy | Sales & Marketing | Asset Management | Housing & Estate Management