

# mishons

*Land and New Homes*





## Land and New Homes

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### About us

We view our relationships very much as a partnership. Our team consists of high calibre property experts who have extensive relevant knowledge in the industry.

We apply our expertise and sound market knowledge to deliver a professional service that's in-tune with the specific requirements of our customers. We are open and honest communicators looking to forge strong and genuine relationships with developers large and small, local and national.

We treat each enquiry as a unique case, with tailored marketing plans that are aimed at achieving the very best results. Customers are assured that Mishons set clear marketing goals and work relentlessly to achieve them.

Producing bespoke pricing reports, we invest our marketing knowledge and assist thereafter with all elements of site sales and marketing. We can advise on all aspects of the site including development hoarding, landscaping and advertising.

## Experienced in our field

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### What makes us different?

We're a people business. And because we're all different, it's vital that we really get to know our clients, in order to know what moves them.

Because we're local, we're in a far better place. We know the market inside out – from hidden bars around the corner to the best local schools. Our collective fingers are always on the pulse of what's happening, where and when. The places we know and love are our playground and we're proud to be a part of it.

Our mission is to achieve optimum results and deliver exceptional service, aided by a suite of advanced communication and computer technology systems that enable our customers to be updated instantly.

Our operating systems and structures seamlessly draw more lead enquiries which we subsequently convert into viewings and sales.

We are the go to agent of choice in Brighton and Hove and the surrounding areas, as demonstrated by a third of all house sales in the area being handled by Mishons\*.

\*Source: [rightmove.co.uk](http://rightmove.co.uk)



## New Homes

When it comes to marketing new homes, Mishons have the experience and the expertise to bring results. With a dedicated New Homes Team, we can provide guidance for house developers at every stage. From assisting with your proposed scheme to finding buyers for the completed homes, your investment is in safe hands.

### Consultation and marketing

As long-standing property experts, our detailed knowledge of the local area is invaluable for new housing developers and builders. In fact, even at the design stage, we can advise you on choosing the most suitable housing for the site. Each area has its own features and we can suggest which types of housing might work best. We base this on our understanding of the existing demographic and current market demand. We can advise on plot layouts, design elements, landscaping and specification. Our in depth knowledge will ensure we can give you the best advice to ensure you do not under or over spec your developments, you maximise space and create a lifestyle rather than just a new home.

We can also advise on setting the right asking prices for your properties. As we regularly analyse the value of new housing in the region, we can propose a price best placed to ensure sales whilst optimising your return.

Getting this right is crucial to a successful new home development, and we can help you do just that. We also analyse the second hand market both locally and to a wider scale where required, looking at both instructions and sales in comparison to the new home market and your development.

Our outstanding marketing strategy means you have the best chance of finding the right buyers for your new homes quickly. Our mix of promotional efforts is a bespoke package designed to suit each development specifically.

A comprehensive strategy ensures the ideal time-frames, structure and delivery. Our use of demographically targeted social media, video coverage, dedicated development websites and social media engagement groups ensures we are reaching the right people for your site.

This coupled with tailored marketing campaigns both on and offline, community interactions, building the trust and support of local schools and businesses all contributes to the effective marketing of the site.









## Land

### Looking to sell land

If you are a land owner, we can find a buyer for your land asset. This process includes valuing your land with the aim to maximise your return. We have an in-depth knowledge of the planning process, construction costs, and resale marketing prices. In recent years there has been strong demand from both construction firms and property investment companies to add to their "land bank". With our deep links in the industry, we're ideally placed to match buyers to sellers.

We act on behalf of landowners, house building companies, developers and many other groups with an interest in land. Whether it's the public sector, private sector or an organisation with charitable status, we can work in your interests. We offer a fully comprehensive land agency service.

### Looking to buy land

We have built long lasting relationships with industry partners, such as land owners, planning consultants, architects, regional and national house builders. The relationships we have built have given us an extensive database of people looking to sell and buy land. So whether you are looking for one unique self build plot or a 300 unit scheme, we can help.

### Land valuation service

Mishons have a true understanding of what it takes to maximise the value of your land.

The process will involve us working out the likely cost of developing the land and the sales values which might be possible.

A valuation such as this is a critical element in estimating the viability and profitability of a development project, so it's an important figure to get right.

### Strategic land services

We can provide expert advice to clients seeking to maximise returns from strategic land.

So whether you own land or are involved in a housebuilding firm, a consortium or investment portfolio company, we can help.

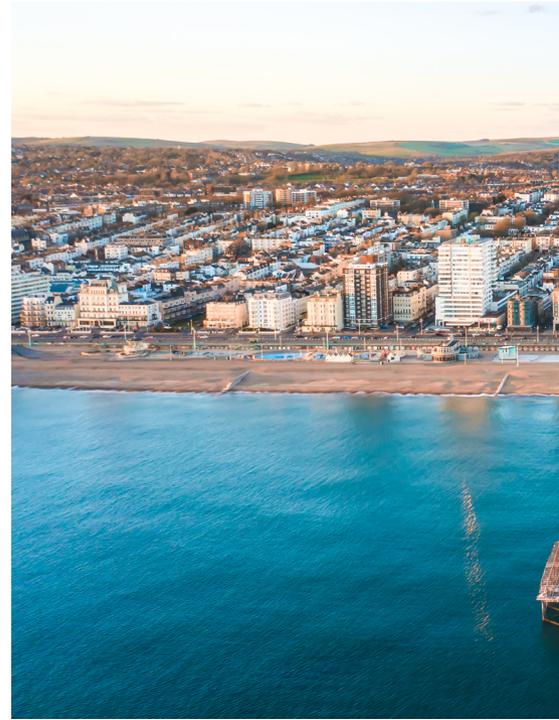
With our understanding of regulations and the current market, we can advise on the right agreement to achieve profit from your land asset, and that means healthy, long-term value and growth.

## Bespoke Marketing

### Presenting your development, perfectly

Marketing your home or development isn't just about the aesthetic aspect. It's about presenting it in a way that appeals to the highest number of potential buyers. To attain this, we offer virtual tours, exclusive property/development videos, pricing reports and social media campaigns within our marketing packages – All tailored to your needs.

And while we are all about keeping up with the latest technologies, you can't beat the feel of a beautifully designed and professionally printed brochure. Our premium brochures are a fantastic first impression, a lovely take away for our clients, and a reminder of all the things they loved during their visit.

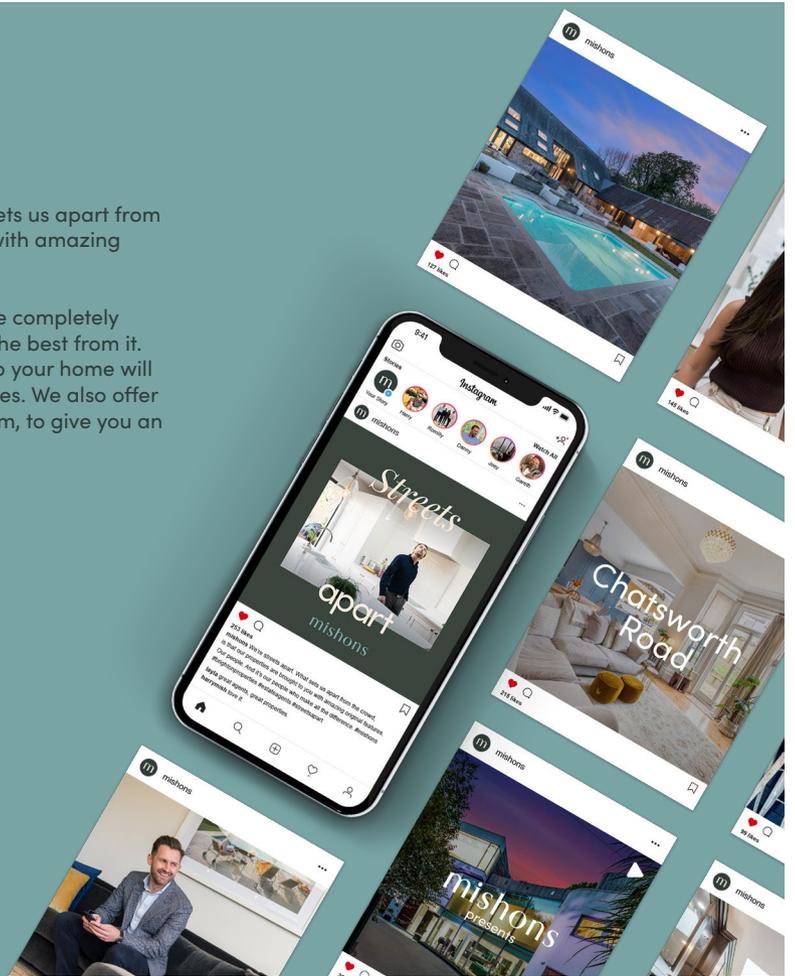
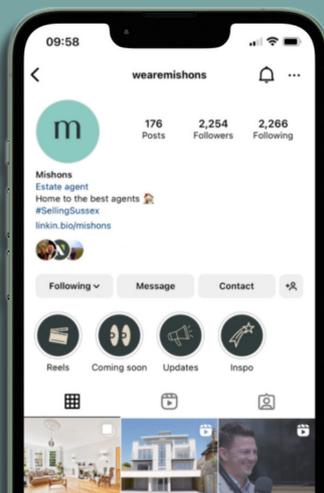


## Social media

How we're visibly *different*.

Mishons is a completely new business model. What sets us apart from the crowd, is that our properties are brought to you with amazing original features. Our people.

And it's our people who make all the difference. We're completely at home with social media and we know how to get the best from it. We're constantly updating across all our platforms, so your home will have the visibility, traction and engagement it deserves. We also offer targeted advertising through Facebook and Instagram, to give you an even bigger reach.





## *Professional photography*

How great shots will make all the difference.

When you're presenting a home in the best possible light, it's vital to use the best photographers. And we do. This is just another example of how our people make the difference.

Our photographers aren't just at home with expert framing, lighting and composition, they're local experts, too.

They recognise the power of visual storytelling and will capture the space, resonance and feel of a room, with stunning vision. Great photography is just one of the reasons why so many sales are agreed within just 48 hours of going to market.

## *Virtual tours, aerial photography & drone shots*

Reaching new heights of *service*.

At Mishons, we do things differently. We have some high-tech services at our disposal which will ensure your property stands head and shoulders above the rest. Seamless virtual tours, aerial photography and inspirational drone footage will showcase your home and neighbourhood in the most outstanding way imaginable.



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If you require any more information, please don't hesitate to contact us on the details below.

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