



Expertise across the **Affordable Housing Sector**



We are the leading provider of land and property services
to Local Authorities, Housing Associations, Developers & Registered Providers

We understand your business: Our Affordable Housing Proposition

A truly flexible approach combining a package of services with multiple benefits. Providing capability, capacity and extensive experience.



Environmental, Social & Governance (ESG)



We are committed to being a responsible business and seek to deliver a positive impact for our people, the environment and the communities we serve.

Our Environmental commitment

We take sustainability seriously and have begun working towards setting some ambitious targets to reduce our impact on the environment, and to make sure our contributions become greater than the impact of our business operations.

Our Social commitment

We support a number of charities and causes across our business, including raising money and awareness for our corporate partnership with leading mental health charity MIND since 2021. We're proud of our people at Connells Group – that's why we're committed to creating a working environment that embraces and celebrates everyone's uniqueness and enables colleagues to realise their full potential.

Our Governance commitment

Good governance matters, directing how we treat our environment and our people. As a business we adopt and excel in good corporate governance practices. Our Board have put in place an ESG Steering group that drives the delivery of our commitments, and will ensure that through our working group we achieve our goals.

IN 2022 WE HAVE:		
ENVIRONMENTAL	SOCIAL	GOVERNANCE
Launched an ultra low-emission optional car lease scheme for all employees	Launched a Women in Leadership pilot	Developed a clear ESG strategy
Engaged Energy Savings Trust to help with our carbon reduction plans	Implemented Real Living Wage	Established the ESG Steering Committee
IN 2023 WE WILL:		
Agree a carbon emission reduction plan and net zero target	Deliver Women in Leadership programme	Develop quantitative climate change risk stress testing
Agree a plan to convert the car fleet to ultra low emission or electric vehicles	Establish diversity and inclusion networks	Enhance our climate related financial risk (TCFD) disclosures
Survey all Group properties and agree a plan to implement LED lighting where appropriate	Deliver Great Place to Work action plan	

New Home Sales

Connells Group is the UK's largest agency for new homes sales.

Experts in Shared Ownership

Offering extensive experience in the sales and marketing of Shared Ownership properties, we are able to offer a full end-to-end service aimed at maximising sales.



Delivering a comprehensive service to meet and exceed the needs of housebuilders and developers.

Nationally, we provide a full range of services to new homes developers of all sizes - from single units to large developments, from shared ownership to retirement properties and by creating new residential settlements. We produce in-depth market intelligence, cost-effective marketing solutions and recruit knowledgeable new homes sales specialists to work on site and within our branch network.

We also offer conveyancing and dedicated mortgage services that are tailored to the new homes market, and can help with assisted move options and part exchange, via our subsidiary The New Homes Group.

Our multifaceted approach to new homes products, our understanding of the needs of house builders and our ability to market new homes effectively make us the first choice for many of the UK's leading developers and registered providers.



High Street Estate Agency

Connells Group is the largest and most successful estate agency network in the UK with over 1,200 branches nationwide.

Local knowledge, national presence.



Our branches offer the perfect combination of property services to home buyers, sellers, landlords and tenants, including:

- Residential sales
- Residential lettings
- Mortgage services
- New homes
- Auctions
- Land and planning
- Conveyancing
- Surveys and valuations
- Asset management
- EPC provision
- Will writing

over
1,200
branches

115,000
property sales
per year

Multiple
**industry
award**
wins



Land Sales, Acquisitions & Valuation Services



Experienced RICS valuation
services for New Build & Land

Land
& New
Homes
Valuations

Partnership
agreements with
**Housebuilders
& Developers**

Our services include:

- Dedicated land specialists sourcing and providing land opportunities nationally
- Ability to acquire new sites for development
- Acquisition of portfolios and housing stock from developers for PRS
- Sale and acquisition of land for mix tenure developments
- Sourcing shared ownership, affordable and social rented units via Section 106 agreements
- The provision of 'Red Book' valuation to support development and stock purchase
- Established track record with many appointments to registered provider and affordable housing frameworks



National network of dedicated land & new homes centres

Over **9,000**
new homes sold per year

Help to Buy accounted for **32%** of all
new home mortgage applications in 2022

70+ Land Managers and Directors
across the branch network

160 New Homes Managers and
Directors around the country

1,350 Currently instructed on
new homes sites nationwide

Supported by over **1,200**
estate agency branches nationwide

Connells
group

Land and New Home
Specialists

Sell more new homes
than any other estate agent

Dedicated
New Build Mortgage Services Consultants

115,000 property sales
a year across the network

Sponsor of the
WhatHouse? Awards

New build properties account for **20%**
of all mortgage purchase applications

Over **12,500**
new homes currently instructed

Leading agents Lambert Smith Hampton

60,000+
commercial & residential
properties managed

Advisors to LA on numerous town
centre regeneration schemes

350
public sector clients

Affordable Housing Lettings Services



Our specialist Affordable Housing Lettings Team works with Registered Providers, Social Landlords and Local Authorities to provide tailored lettings and management services across the country.

Market leading
speed to let

over
2,000
properties under
management

Our services include:

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

Why Choose Us?

- National Coverage
- Dedicated Portfolio Manager (providing single national point of contact)
- Unrivalled Speed to Let (via over 1,200 high street branches)
- Tailored Reporting and Management Information



Mortgage Services



One of the UK's largest mortgage intermediaries, we are a large and mature business that offers the highest quality service to both our customers and clients.

We employ a national network of more than 1,200 mortgage consultants, including new homes mortgage specialists, offering advice on a range of mortgages. They have access to thousands of mortgage schemes from our panel of lenders, which include most of the major high street and specialist lenders.



Our unique service includes:

- Dedicated team of mortgage specialists accredited in all aspects of the new build sector - shared ownership, affordable housing
- On-site advice with customers
- Central helpline
- Support for clients at launch events
- Customer portal for case progression, help guides and checklists

We own the hugely successful Mortgage Intelligence (MI) business which operates a network and club for third party appointed representatives (AR) and directly appointed (DA) mortgage brokers respectively. Capital Private Finance also operate under this model.

Connells Group also includes The New Homes Group, the UK's leading new homes specialist. Operating through a number of specialist mortgage brands including: New Homes Mortgage Helpline, TORC24 who are also Shared Ownership Specialists, New Homes Mortgage Scotland, Mortgage Bureau and Partridge Mortgage Services. In addition IMH who are the remortgage specialist.



Survey and Valuation Services



Leading supplier of UK-wide residential valuation and surveying services.

Connells

SURVEY & VALUATION

30 year
track record

500+
specialist staff

managing
300,000+
transactions
annually

Connells Survey & Valuation deliver flexible, nationwide service solutions through a large dedicated team including experienced chartered surveyors, risk managers and specialist customer services staff.

At the heart of our business is a sophisticated risk and fraud management system which is underpinned by our ISO9001:2015 Quality Assurance accreditation. The business is widely recognised by clients and trade bodies as a market leader in our sector.

Our broad range of clients include banks, local authorities and registered providers, each requiring bespoke services to meet their individual needs which include:

- Mortgage valuations
- Market valuations
- Market rental valuations
- Disposal and acquisition valuations
- Lease extension advice
- Shared ownership valuations
- Staircasing valuations
- Revaluation and re-inspection
- Portfolio analysis



Surveying Services



As experts in residential property, Countrywide understands that the UK's homes need to be designed, built, or improved to reduce their energy demands and decarbonise.



Nearly
40 years
of trading

700+
colleagues

460k
transactions
per annum

The journey to reduce energy consumption and decarbonisation is not always straightforward for housing providers. Over the past 12 months our business has evolved and is now offering PAS2035 and ECO4 compliant Retrofit Assessment services.

This has more recently expanded into formal Retrofit Coordination services. These services are delivered through directly employed surveyors. The aim is to provide our housing provider clients a clear, actionable roadmap of property improvements to enable them to reduce energy consumption, mitigate fuel poverty and play their part in tackling climate change.

Our services include:

- Energy Performance Certificates
- PAS2035 and ECO 4 compliant Retrofit Assessments & Condition Reports
- PAS2035 and ECO 4 Retrofit Coordination Services
- Portfolio Energy Performance and improvement advice
- Stock condition reports

In addition to the above, the Surveying team provides:

- Mortgage Valuations
- Market Valuations
- Market Rental Valuations
- Shared Ownership Valuations



Conveyancing Services



Connells Group Home Conveyancing has partnered with leading new build specialists to simplify the process for everyone.

assist
1,200
customers
into their New
Homes annually

Support
Developers
to sell circa
£350m
worth of Property
annually

We offer the following benefits to our clients:

- **Dedicated focused support**
Our lawyers are recognised leaders on new build, and absolutely focused on achieving exchange deadlines
- **Solving search delays**
We work with a specialist new build search provider to offer a range of solutions
- **Standard contract to avoid delays in exchange**
We deal with any legal issues prior to plot release to avoid any delays on the approach to exchange
- **Fixed, transparent pricing**
We offer fixed transparent pricing, regardless of the purchase price
- **Acting for all Lenders**
Our lawyers are on the panel for virtually every lender
- **Conveyancing at your convenience**
Our Lawyers are here to make the purchasers life easy, and are open 6 days a week as well as evenings
- **Control at no cost**
We proactively deliver the result that you and your purchasers are looking for
- **Legal fees paid incentive**
To increase unit sales, as an option, a “legal fees paid” incentive can be offered that gets built into the price of the unit

Market Intelligence

Connells Group Research team are uniquely placed to provide up to date market insights across the UK market.



With our involvement in sourcing, introduction and sale of residential development land, and the subsequent co-ordination of marketing New Homes, we are able to analyse tens of thousands of registrations, instructions, applications, approvals and valuations.

By taking economic, political, social and cultural drivers into account, we aim to put the New Homes housing market into a real-life context at both a macro and micro level.

- We provide bespoke up to date, live market intelligence to our clients
- We understand your market and are best placed to advise on today's, and emerging trends

We work with the likes of CBRE, Legal and General, Sage Housing, Sanctuary and Clarion Housing Group amongst many others.

Proprietary data touching all price points of the **UK Market**

Tailored market intelligence

Unrivalled reliable **Live Data**

Nationwide Energy Performance Certificates, Property Reports & Inspections



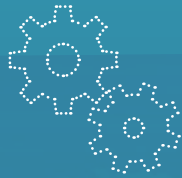
Vibrant is the UK's leading provider of EPCs and property reports, delivering tailored services to affordable homes providers through its innovative technology.



Vibrant offer an array of residential property reports and inspections, including:

- Viewings
- Video Viewings
- Keysafe Installations
- MEES Reports (Energy consultancy advice)
- Floor Plans
- Gas safety inspections (CP12) + Remedial works
- Boiler replacement, repairs, callouts
- EPC's (including the new EPC+ product)
- Stock condition surveys
- Inventories and tenant check outs
- Inspections
- Legionella risk assessments
- Fire risk assessments
- Right to rent checks
- EICR's + Remedial Works
- Installation of CO2 and smoke alarms

Commercial Real Estate Consultancy



Lambert Smith Hampton (“LSH”) is a leading national commercial real estate advisory and asset management business.

LSH helps owners, investors and occupiers achieve their corporate objectives through a suite of integrated services including sourcing, funding, advising, operating, valuing and selling commercial real estate.

**Lambert
Smith
Hampton**

Development and Acquisition of Affordable Housing

We advise investors and housing delivery agencies on the options for acquiring new affordable housing stock, pipeline opportunities, pricing, management and ownership considerations and negotiation of terms. These can be through open market purchase, forward funding agreement or development agreement.

Affordable Housing Valuation & Optimisation

We provide valuation advice for the affordable housing element of developments and we work with clients to maximise the value and deliverability of the affordable homes. This includes advice on affordable products, design, tenure mix and specification.

Disposal of S106 Affordable Housing

We advise developers on the marketing and disposal of affordable housing planning obligations secured through S106 agreements. We provide advice during the planning application stage to ensure the affordable housing is deliverable and attractive to registered providers.

Financial Viability Assessment

We work with registered providers, developers, local authorities and landowners to produce or review Financial Viability Assessments to establish the viable amount of affordable housing that can be delivered alongside other planning policy requirements.

Section 106 Obligations

We provide advice on the terms of Section 106 agreements, including affordable housing provision and viability review mechanisms.

Proven Track Record



We are trusted by many clients,
a few of which are included here:



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