



BUTLER & STAG

LAND & NEW HOMES

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London &
Home Counties



Land

Our Land teams have an enviable track record in the sale and acquisition of residential and mixed-use development sites. We offer an end-to-end service, working with landowners and developers to maximise returns.



New Homes

A strategic approach to sales and marketing is essential to ensure success when promoting new home developments. The sales proposition should be reinforced by a diverse marketing campaign that appeals directly to the right buyers and investors.



Development Consultancy

We provide services to house-builders, investors and property companies at each stage of the development process. Our overarching purpose is to support our client's business through provision of market-driven advice with a focus on identifying developing routes to maximising value.



Butler & Stag

We've always been true to some simple values around providing expert advice and an outstanding level of service. Our partners own and manage the business, taking responsibility for client relationships, together with the quality and outcomes of our work. Thanks to this passion and personal commitment we've built trusted, long-term relationships with private individuals, commercial enterprises and public institutions.

We invest these very same values into supporting our colleagues and the communities in which we live and work. People choose to do business with us because of the way we do business. This reputation for professionalism, together with a diligent and honest approach, has rewarded us with sustained results for both us and our partners.

We are acutely aware that the lifecycle of land development can be complex and exposed at times, which is why we have a dedicated in-house team to navigate each element. With this in mind, we are careful about only selecting contractors, partners and investors that share our high standards and desire to drive results.



Meet The Team



Neil Leahy
Director, Land & New Homes

Neil has specialised in residential property since 2002. He co-founded Butler & Stag, setting up the first office in Shoreditch and overseeing the company's growth across East London and the home Counties.

His knowledge and passion for redevelopments, new homes and property management has seen him manage several high-profile transactions and land deals in collaboration with local and national developers. Neil has a reputation of over exceeding on New Homes sales and maintains healthy, long-standing relationships with several household development companies.



Michael Woolley
Director, Land & New Homes

Michael co-founded Butler & Stag with close friend Neil Leahy in 2012, having cut his cloth in the fast-paced East London/City-fringe property market, starting out as a fresh-faced sales negotiator back in 1999.

As Butler & Stag has expanded and evolved, Michael has played a major role in elevating the Land & New Homes department, personally dealing with significant land disposals and acquisitions, whilst most recently dipping his toes into the intricacies and ever-changing legalities of block management, which alongside Land & New Homes are the fastest growing departments within the company.



Ted Rayment
New Homes Manager

Ted, our New Homes Manager, brings a wealth of experience to the property industry, having launched his career in Bishops Stortford in 2016. Born and raised in Epping Green, Ted possesses extensive knowledge of the CM16 area.

Ted joined Butler & Stag in 2019 as a sales consultant before transitioning to our Land & New Homes team in 2021, playing a pivotal role in its inception. Throughout his journey in estate agency, Ted has continually honed his skills, demonstrating a commitment to excellence that has led him to become an accomplished New Homes Manager.



Jamie Gordon
Land Manager

Born in Westminster and raised in Essex, Jamie brings over 12 years of hands-on experience in the property industry that combines a passion for real estate with a commitment to building meaningful client relationships. His journey began in 2012 when he joined the field as a trainee lettings negotiator in Leytonstone, jumping straight into the property world right out of school.

In 2020, Jamie embraced an exciting new direction, moving into the world of property development with his focus on land acquisitions. This transition allowed him to use his in-depth market knowledge in a broader, more strategic way, helping clients and investors identify and maximize development opportunities.

An aerial photograph of a rural farm. In the foreground, a large, dark-colored barn with a gabled roof is partially visible. To its right, a smaller, stone building with a weathered red roof and a small gable window stands. A red tractor is parked on a gravel area next to the stone building. The background shows a lush green field with scattered trees and a distant road.

As with most modern development standards, the aim is to promote efficient use of land, support a diverse mix of housing types, and ensure flexibility in design — all while minimising potential negative impacts on the surrounding environment and community.

Butler & Stag has a dedicated department which specialises in the appraisal, acquisition and sale of buildings and land that have potential for redevelopment.

Land in the south-east is still very much in-demand and with the right opportunity and team, can be a rewarding investment with excellent returns. Industry and local knowledge, as well as market analysis, underpins our expertise when assessing the development potential of a site.

Our dedicated teams undertake all manner of projects and have extensive experience in dealing with plots ranging from single plots, right through to strategic sites suitable for hundreds of homes. Furthermore, we have an attractive network of contacts that we rely on to present us with opportunities before they come to market, so we can bring landowners together with the right buyers immediately.

Our practice operates for a broad cross section of the market, from private individuals, through to small, niche developers, regional and national housebuilders, as well as funds, institutions and HA's.

Our Development Consultancy and New Homes Sales & Marketing teams work in close partnership with our Land department, providing a comprehensive suite of services designed to help unlock and maximise a site's full potential.

Due to the sensitive nature of property development, we are currently only marketing a small proportion of our current land opportunities. Our Regional Land Teams can be contacted for further information.





"I've been walking about London for the last thirty years, and I find something fresh in it every day."
- Sir Walter Besant, English novelist and historian

Land Services

Sales and marketing of existing properties, as well as brownfield and greenfield sites, either with or without planning consent, on the open market.

Off-market acquisition of existing properties and both brownfield and greenfield sites, with or without planning consent.

Retained client service for developers looking to source a range of development opportunities including residential, commercial and social housing schemes.

Negotiation of conditional contracts and option agreements.

Land Assembly.

Professional Valuations.



If you have land to sell, our dedicated Land team offers a comprehensive range of services – from discreetly introducing sites to a select group of trusted clients, to delivering full-scale sales and marketing campaigns targeting both national and international markets.

For more information on our development services, please get in touch with our New Homes Sales & Marketing division or our Development Consultancy team. Given the sensitive nature of property development, only a limited selection of our current land opportunities is publicly marketed. For access to off-market sites or further details, please contact our land department.



"Land monopoly is not only monopoly, but it is by far the greatest of monopolies; it is a perpetual monopoly, and it is the mother of all other forms of monopoly". – Winston Churchill

"We recently collaborated with Butler & Stag Land and New Homes on our latest development, and I had the pleasure of working with Ted & the team. From start to finish, their communication was outstanding, and their support was truly invaluable. I appreciate the dedication and look forward to partnering with them again on future projects. Thank you"

Daniel Board
Director

Always a first class service from Butler & Stag, Land & New Homes from start to finish. Ted and the whole team are everything you would hope from an outstanding agent - professional, knowledgeable, diligent, trustworthy, responsive etc.

They do what they say they'll do and get the job done. Fantastic, thank you.

Rob Shaw
Director



I've worked with Ted, Neil & Jamie for the past year on various new homes projects. They're a pleasure to deal with and their understanding of the market is second to none!

Max Saville
Head of BDM

KINGSLEY | INTERIORS

The service provided by the entire team at Butler and Stag is fantastic. From purchasing a plot, to the sale of the properties was run fantastically. Very professional outfit and a pleasure to work with. We certainly will be using Butler and Stag again in the near future

Matthew Hammond
Director

Byford —
— & Hammond
Limited

New Homes

Butler & Stag will always seek to maximise the full value of an asset. We have successfully defined a New Homes Sales and Marketing offering, which enables clients to make use of our Development Consultancy, marketing expertise and experienced sales teams.

We work strategically with our clients and partners to collaborate on projects at varying points of the development lifecycle, from acquisition and project management to marketing and sales. Our experience and track record in this field – together with our local knowledge and contacts – puts us in a great position to take residential, commercial or mixed-use developments from the ground up to completion.



Marketing and Production Services

- Marketing strategy and delivery
- Branded development and logo creation
- CGI internals and externals
- Scale model of the development
- Social media campaigns
- Dedicated development micro-site
- Bespoke design and printed brochure
- Professional photography
- Branded site signage
- Drone fly-through internal and external
- Augmented Reality virtual viewings
- Hosted marketing suite
- Dedicated in-house mortgage services
- Expert sales progression teams
- Recommended Solicitors
- Bi-weekly reports

BUTLER & STAG
LAND & NEW HOMES

300 Chingford Mount Road, London, E4 9BB

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Experience

5000+
Knowledge

1000+
Expertise

8000+
Profile

1000+
Reputation

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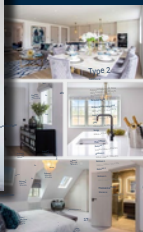
Independent property experts
Introducing our services

butlerandstag.co.uk

Embrace a modern lifestyle

Discover a new way of living in this stunning modern home. The open-plan living and dining area is perfect for entertaining, with a large kitchen, dining table, and comfortable seating. The bright and airy living area features a large window and a modern chandelier. The kitchen is equipped with a range of appliances and a breakfast bar. The dining area is perfect for family meals and entertaining. The living area is a great place to relax and unwind. The modern decor and finishes are perfect for a contemporary lifestyle. The home is in a great location, close to schools, shops, and transport. Don't miss out on this opportunity to own a piece of modern living.

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Type 3

Overall Dimensions: 10m x 10m

Overall Area: 100m²

Living Area: 30m²

Dining Area: 15m²

Kitchen: 10m²

Bedroom: 12m²

Bathroom: 5m²

WC: 2m²

Storage: 10m²

Other: 16m²

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Thanks to our Development Consultancy, we understand the beneficial impact of being involved in a scheme at the outset. Identifying exactly how the site will be used and the buyer or landlords' needs, will influence critical decisions. We also look to location-based information, as well as current market and data trends to support our decision-making. The more of these elements that can be weaved into the design and build fundamentals, the better chance of successful results through sales.

Gaining the right marketing exposure is another huge consideration that pays to have the right expertise behind you; our campaigns are about being relevant and seen in the right places. Our Design and Marketing team work with clients to devise unique marketing campaigns to attract and appeal to the right people and within your timescales. This will include appropriate design and branding, photography, language and visibility to showcase your development to the widest possible audience.





New Homes Clients



VFUND

Bellway



UMIYA
GROUP



PRISTINE
LONDON
CONSTRUCTION GROUP

gs8

R.C.T. | CONSTRUCTION
LIMITED





New Homes Testimonials

"Our experience of working with Butler & Stag New Homes has been excellent. Having instructed them as sub agents on one of our developments with dwellings that were slow to sell, B&S stepped in as the local market leaders and were instrumental in agreeing sales quickly.

They threw everything they had at marketing across a number of streams and provided feedback regularly as to the results of each campaign.

We found B&S easy to work with, they offered a bespoke service that suited our needs and spoke openly and honestly at each of our sales meetings. They are pro-active, efficient and most importantly nice people to deal with."

Luke Tkakoushis



"I came across the guys at Butler & Stag last year, I had been trying to sell a commercial building without planning for six months, with very little interest, and absolutely no feedback or constructive advice from my previous agent. I was recommended them by a friend who had sold some new-build flats, and I couldn't have been more pleased. They immediately explained it would be very unlikely I would get anywhere near my marketing price, unless I was prepared to enter into a joint venture agreement, or to sell the building subject to some form of planning permission. They quickly addressed the marketing and started to approach clients from a different angle. Within two weeks I had three offers, one was a straight up-purchase, but two of them were subject to planning at much higher prices. I actually opted for the lower offer as I wanted the money out quickly for something else, but I at least understood why the offers had come in the way they had, due to simple, clear advice, I just wish I had been introduced to them sooner. Good guys, would thoroughly recommend!"

Mohil Patel

UMIYA
GROUP

"I have worked with the guys at Butler & Stag on three separate sites now. I've found them to be knowledgeable, honest and easy to deal with on every occasion. I've been in the development game a long time, but it's great to have their expertise to hand.

I deal with sites up and down the country, often in areas I'm not personally familiar with, so whether it's to price up a scheme I've been offered, or to advise on the most suitable mix of accommodation the guys work quickly and provide honest, sensible feedback. Combined, they appear to have all angles covered, and I would thoroughly recommend getting in touch if you are looking for an accomplished firm to act on your behalf."

Keir Goldstein





Development Consultancy

Butler & Stag works alongside landowners, developers and institutions who are looking for the experience and creativity to maximise the full potential of a site. Our dedicated team has a wealth of experience in each stage of the property development lifecycle, as well direct access to the right resources, including an impressive in-house Marketing and Sales team.

Our services range from acquisitions and planning right through to a fully comprehensive design and build programme, including a strategic marketing campaign and sales service. With each development facing its own unique challenges and constraints, Butler & Stag's Development Consultancy can simply supplement your existing team or take on an entire project from planning through to completion on your behalf. Whilst we have a wide spread of experience across the various development disciplines, we can also appreciate that there is no such thing as a 'standard development'. We rely on our sector knowledge and operational expertise to navigate the intricacies of each development professionally. In addition to this, we draw upon the skill sets of the experts around us to find the solutions we need and we will always consider how best to maximise the development potential, without compromising the integrity of a project.

As well as access to our trusted team of experienced contractors and consultants, our propositions boast flexibility for our clients, offering support and services where they are most needed. Our approach promises clear communication and transparency around decision making and we consider meeting timelines a priority. We keep all of our clients abreast of project milestones and progress as well as any new suggestions or strategic decisions when necessary. Our experts will also provide professional services with analytical intelligence on the financial viability and buildability sequencing of the investment proposition. We convert ideas into reality with significant time and cost savings that assist in transforming communities when implementing our DPM (Development Partner Model). We are truly passionate about getting the most out of a development for our clients and value every opportunity equally, treating it as if it were our own investment.





Development Consultancy Services

- The appointment of the Design & Planning Team
- The appointment of external consultants
- Being the main point of contact and managing both the design & planning team and external consultants
- Organising and arranging regular meetings keeping all parties up-to-date. Usually, every two weeks depending on what part of the process we are at and what might need discussing.
- Co-ordinating the relevant surveys
- Arranging payments/chasing invoices for works involved
- Land Appraisals
- Market research and competitor analysis
- Pricing reports
- Exit Strategies
- Our expertise on hand throughout the process





Our Offices

Buckhurst Hill

Sales & Lettings

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Block/Estate Management

Block & Estate Management

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Chelmsford

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Chingford

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London & Home Counties

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Property Management

Property Management

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