

RETTIE & CO. DEVELOPMENT SERVICES

NEW HOMES SALES

FEATURED CASE STUDY

Project: 40-44 Drumsheugh Gardens
Client: Square and Crescent
Size: 20 units
Value: £15m

Rettie & Co. were commissioned to fully manage the sales and marketing of the Drumsheugh Gardens project. The team achieved an average rate of sale of over three properties per month. Prices were pushed ahead of previous thresholds in the area and 70% of sales were achieved off-plan. There were no on-site sales team costs. The project demonstrates the strengths and capabilities that make the team the market leaders in East Central Scotland.

“We instructed Rettie & Co. to undertake the sales and marketing of our 40-44 Drumsheugh Gardens development. The new homes team at Rettie & Co. were involved in the entire process from looking at initial plans and pricing of the development, through to assisting in the concept stages of the marketing campaign and then the overall delivery of the sales and marketing of the development. Rettie & Co. achieved a strong GDV while still maintaining a higher than average rate of sale. The team worked seamlessly together to ensure a complete package was provided to us as their clients.”

Simon Cook, Director, Square & Crescent



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New Homes Sales



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- **£95.6m sold in the last 12 months**
- **198 properties sold in the last 12 months**
- **24 active developments**

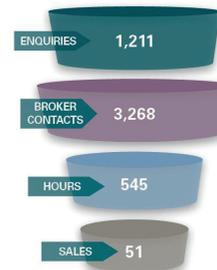
Our New Homes Sales and Marketing Team are the market leaders in Scotland. In 2016/17, they delivered exceptional customer service on over 30 developments.

With offices throughout the Central belt and Glasgow, the team's reach extends across the whole of Scotland. It is involved in all aspects of marketing and sales from campaign set-up through to property handover. Particular emphasis is given to benchmarking projects against competitors and wider market performance. To provide the best advice and results, the team draws on the expertise of its sales staff alongside research from Rettie & Co.'s research team (the largest property research team in Scotland).

The team's core goals are maximising results and minimising costs. Rettie & Co.'s sophisticated systems allow team members to provide return-on-investment analysis and detailed advice on costs. Our in-house broker team allows many developers to save part or all of the on-site staffing costs.

Example sales campaign delivered by our in-house broker team:

The depth of resource allows a campaign of this scale to be delivered by our office based team, either standalone or in support of on-site negotiators.



Get in touch with the Rettie & Co. Development Services team:

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CASE STUDIES



Project: Woodcroft, Edinburgh
Client: RLH Property Developments
Size: 81 units
Value: £50m+
Type: Apartments & Townhouses
Role: Full Sales & Marketing Agency

Delivered price growth of 16% over 2 years.



Project: Westerlea Gardens, Edinburgh
Client: S1 Developments and Square and Crescent
Size: 43 units
Value: £24m+
Type: Apartments
Role: Full Sales and Marketing Agency

34 properties sold off plan 12 months ahead of completions.



Project: Donaldsons
Client: City and Country
Size: 112 units
Value: £60m+
Type: Apartments
Role: Full Sales and Marketing Agency

Consultancy role for 2 years and pre-sales database of over 1,600 potential buyers registered to date.

