

Competition review and full market survey adds unique insight

Carterwood was instructed to undertake a Red Book valuation, for acquisition purposes, of a proposed extra care development scheme in Hampshire. It was important to ascertain realistic indication of achievable sales rates in order to assist the client with the acquisition as price expectations were very high.

Background:

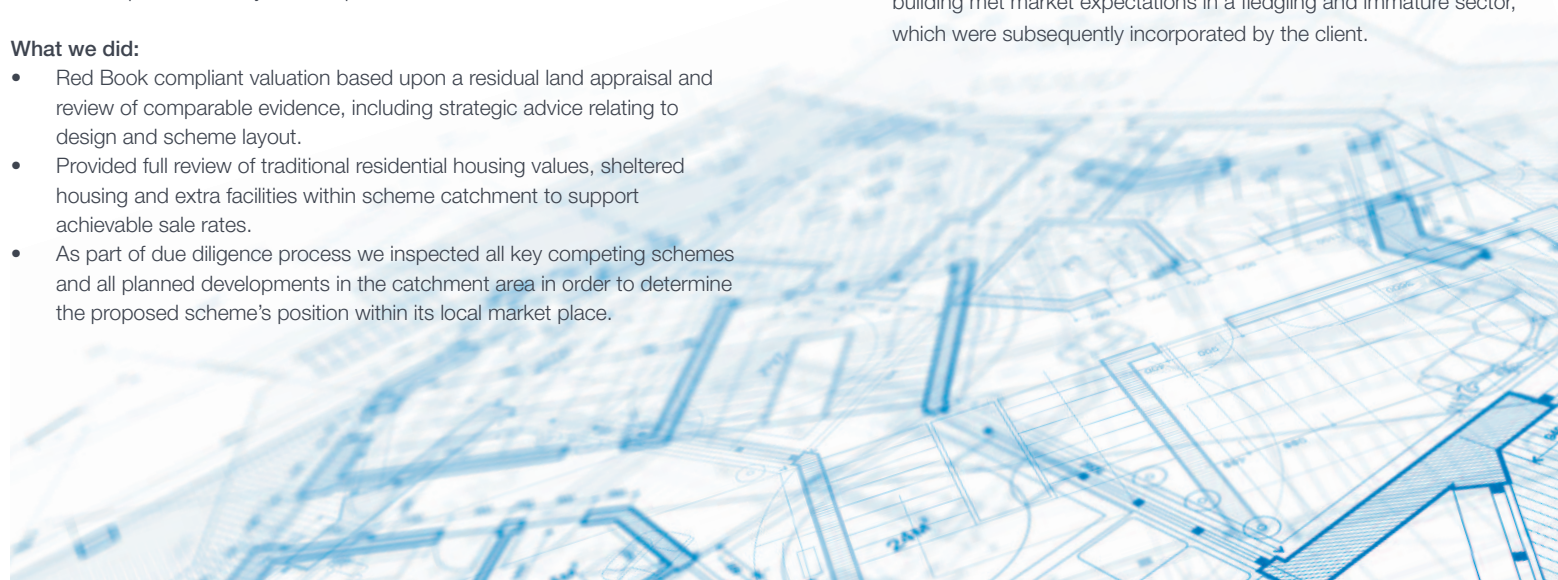
- Market survey required in addition to valuation.
- Not-for-profit/voluntary sector operator.

What we did:

- Red Book compliant valuation based upon a residual land appraisal and review of comparable evidence, including strategic advice relating to design and scheme layout.
- Provided full review of traditional residential housing values, sheltered housing and extra facilities within scheme catchment to support achievable sale rates.
- As part of due diligence process we inspected all key competing schemes and all planned developments in the catchment area in order to determine the proposed scheme's position within its local market place.

What did we achieve?

- Our detailed competition review and full market survey added a unique insight into where the site sits in the market and how it compared to its direct and indirect competitors. In our opinion this adds genuine value when seeking to determine the achievable sales rates and therefore land value for extra care developments – where the micro and macro aspects of the site are critical in the marketing and sales process.
- We valued the scheme at approx. 15 per cent below the offer price. The client subsequently renegotiated following our report and robust appraisal resulting in a substantial reduction in the agreed sale price.
- We suggested revisions to floor plans and scheme layout to ensure the building met market expectations in a fledgling and immature sector, which were subsequently incorporated by the client.



For more information about Carterwood or to find out how we can help you, call Amanda or Ben on: **08458 690777**

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