



mi land & new homes

*new homes specialists*

[mi-homes.co.uk](http://mi-homes.co.uk)



## why mi land & new homes?

### OUR ETHOS:

mi land & new homes are strongly committed to providing an exceptional level of client service by operating professionally, efficiently and with the utmost integrity. our genuine passion to exceed expectations and to put our clients at the heart of everything we do has earned us a reputation built on trust and sustained by results. our continual investment in the development of our team combined with the value, knowledge and expertise that we bring has enabled us to foster long-lasting, successful partnerships that we are immensely proud of.

*"we initially instructed mi land & new homes back in 2018 on our scheme in bounds green. they're diligent, attentive, good negotiators and ensure the marketing package is how it should be. their digital campaigns work, and we have since instructed them on 4 other schemes to date and continue to enjoy working with the team"*

- Lanesra Group



### WHY MI LAND AND NEW HOMES?

our new homes sales services have a long-standing reputation for the delivery of exceptional estate agency results. we are passionate about property, determined to do things differently, and pride ourselves on offering an unrivalled level of customer service, authority and transparency in all of our dealings. our clients trust us to secure the best possible resale values, whilst we proudly retain a 93% sales success rate on all sales agreed so far (compared to a national average success rate of just 65%). our innovative, proactive and extensive approach to our work ensures a smooth and seamless sales process for our vendors and buyers alike, as is reflected by our glowing testimonials, high proportion of repeat business and referrals.

established in 2016, we have quickly grown to become a sought-after property agent in north london, whilst also serving several other postcodes in the capital, greater london, and the home counties. our dedicated team of sales consultants undergo regular in-depth training, are all certified negotiators, and are at hand for our clients at every step of the sales process, ensuring both vendors and buyers realise maximum value and benefit from working with us.

this is achieved due to our extensive database of able buyers, the quality of our marketing, and our meticulous approach to the sales process. we don't sell new homes, we sell dreams.

### our stats:



93%

93% SALES SUCCESS RATE  
(COMPARED TO THE NATIONAL  
AVERAGE OF 65%)



94%

SOLD 94% OF PROPERTIES THAT  
DIDN'T SELL INITIALLY THROUGH  
ANOTHER ESTATE AGENT



90%

90% OF OUR BUSINESS  
IS GENERATED FROM  
REFERRALS



all eyes  
on you

*we realise that newly built property,  
requires superior marketing.*

at mi land & new homes, we present our listings in their best possible light, and as part of our marketing packages, we invest in professional photography, branded floor plans, and have an in-house content writer who composes a detailed description of each new development, including extensive information about the local area, educational facilities and travel options.

98% of searches start online, which is why absolutely every element of our marketing is outsourced by professionals in their field, to ensure the property stands out from a crowded market.

as well as delivering bespoke marketing services such as brochures, computer generated imagery (cgi), video and drone footage, we market on all major portals such as rightmove, zoopla, prime location and on the market, not forgetting our own website as well as social media channels, ensuring maximum exposure for our clients in all the right places.

rightmove

Google

Zoopla

PrimeLocation.com  
Find the home you deserve

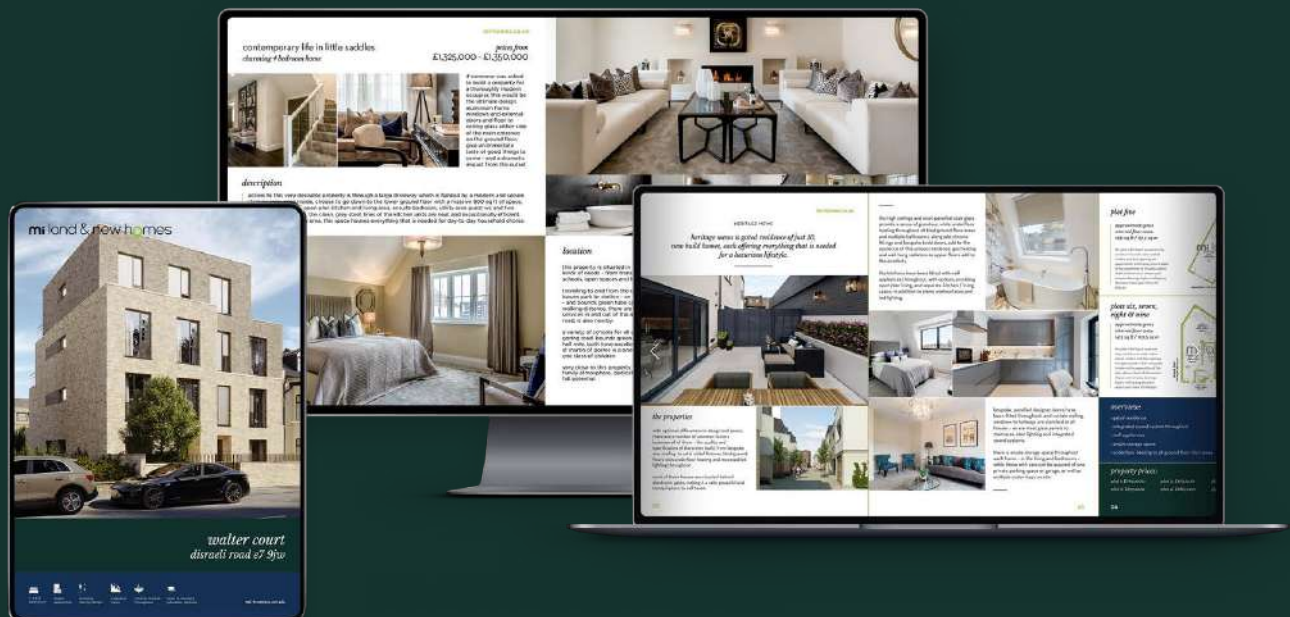
OnTheMarket.com

Instagram

YouTube

facebook

TikTok





“being on the market”  
*is totally different to being effectively marketed...*

## **DIGITIZE YOUR MARKETING**

effective marketing is a vital factor that often gets poorly executed. at mi land & new homes, we make this a priority by offering a range of marketing propositions tailored to our client's schemes.

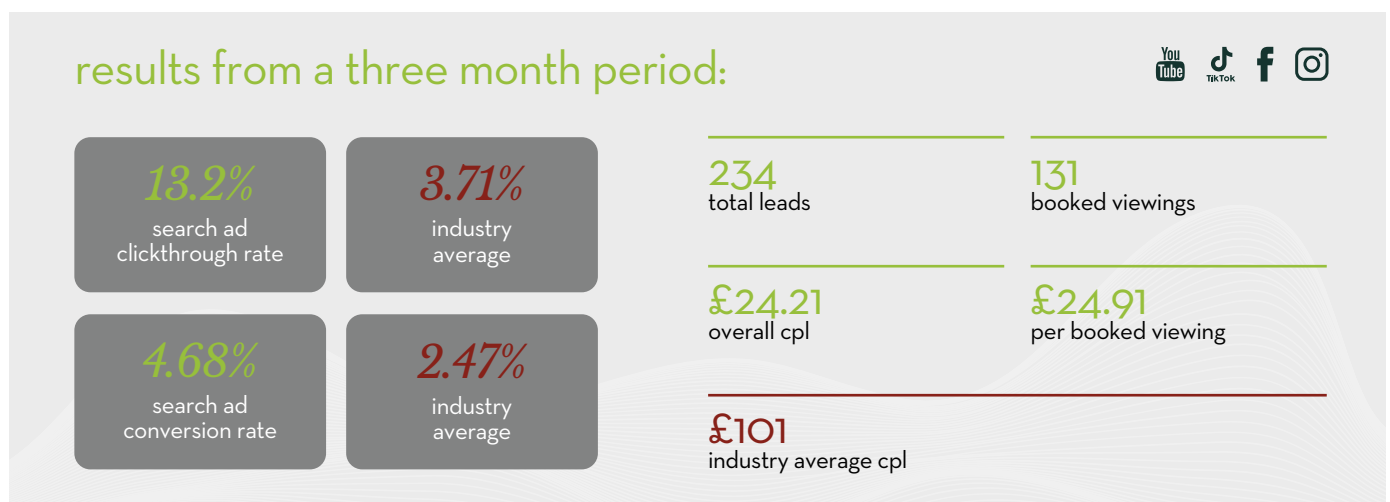
with the right marketing material prior to the completion of a build, it is without doubt that off plan sales can be maximised with the use of cgi's, virtual tours, comprehensive floorplans and an interior materials plan. depending on how you fund your development(s), the success of an off plan sales campaign can be huge in terms of net returns.

we will also openly suggest improvements that will increase the overall value and desirability of your scheme, resulting in a faster sale at the best possible price. these suggestions can range from floorplan optimisation, interior design and more.

it's very easy to use the traditional approach of simply “sticking it online” and hoping for the best. however, based on our performance, the value of implementing strategy at every step of the process to ensure the best possible results is clearly evident, *from the second you start digging, to the moment the ribbon is cut.*

in addition to our outsourced marketing material, we have partnered with a digital marketing agency who have helped us generate hundreds of enquiries on previous/existing schemes which completely outperform the leads generated by the portals. the digital campaigns are set up to generate qualified leads, as the system is target market focused, resulting in a higher viewing to offer ratio.

this is the future of property marketing, and it helps ‘create buyers’ opposed to waiting for them. below is a case study which emphasises its performance, and why it is essential to an efficient sales program:



once your development has been reviewed by our agents, our marketing specialists will create a bespoke media/strategy campaign which will be tailored for your scheme in particular. this will be created in relevance to data sourced about demographics, buyer and market activity for a particular product, in a specific area.

what's more, as we know the value of trust, we always ensure (depending on project size) that we create an email nurture campaign for every buyer who has shown an interest in the development, which keeps them up to date, connected and engaged! (this could be the difference of securing a buyer over a competing scheme).



## STRATEGY:

strategy has always been an important part of our business model, which has been essential to our growth since opening in 2016. not only has strategy helped define our business and give it purpose, but it has also allowed us to gain a competitive advantage over others in the industry – we know it’s all about results!

our marketing strategies are property specific and usually depend on the location, price, size and spec of your scheme, however we like to always launch our approach in phases to avoid stagnation and make sure there’s constant traction on the listings.

### *phase one:*



whilst our media team is arranging the marketing material (photos, floor plans etc...) as well as an initial social media post (to tease the market about what’s to come), our team of negotiators will do a ss call out (secret sales), which is a bespoke service buyers must opt in for when registering with us, which lends them the chance to secure a home prior to it going on the open market. buyers who enquire on the back of our social media campaigns will also be exposed to the opportunity.



we usually don’t share much marketing material with the buyers and verbally upsell the scheme as best as possible to make them feel the exclusivity behind the opportunity and invite them to a “soft launch” date site visit.



email nurture campaign will be launched helping to drastically increase the engagement and trust in buyers for the development.

### *phase two:*



once our database has been exhausted, we then undertake a full market launch, listing the home(s) on every major property portal on the uk.



at this point, every applicant registered with us will be notified of the development, as well as everyone looking on the portals.



once enquiries are qualified by our certified negotiators and have passed minor affordability checks, we allow a 10-day hold off period from viewings and organise a “viewing launch date”, timed to ensure every applicant crosses path with another, to create a sense of urgency (however this won’t be possible unless it’s on a sole agency basis).

### *phase three:*



we usually repeat phase 2 twice a week, for four weeks and would have expectations of multiple formal offers by this point. if not, (depending on scheme size), we then move into the next phase where we would:

- invest further and upgrade the advert to a ‘premium listing’ gaining more online traction
- collaborate with local agents (close to the development) and offer them a split fee if they have buyers in mind who may be interested in buying
- if the digital marketing campaign has not been utilised, then we’d strongly recommend a strategy call with the media team to implement a digital campaign moving forward to further maximise exposure



though 98% of searches start online, we ensure we’re not working as a call centre and stay proactive to find the remaining 2% of buyers searching.

## the team

*as we're sure you've heard before, any company is only as strong as its team members.  
we understand how crucial it is, they are the face, voice and heart of the business.*

### OUR TEAM LIST

we are proud to have some of the best staff retention rates in the industry, investing more than double the industry average in training and salary to ensure we have the pinnacle in estate agency services working for you.

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*below is a list of who will be involved in ensuring your development is a success:*

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#### *media team*

experienced content creators, professional photographers, floor planners, digital marketing experts, videographers and drone pilots to name a few.



#### *new homes sales experts*

all of our property brokers are 'certified negotiators' and are responsible for conducting viewings, building relationships and negotiating.



#### *office secretary*

our office secretary is highly experienced in the new build sector and is responsible for handling the necessary documentation such as sales memo's, reservation forms, cml forms and aml obligations.



#### *dedicated sales progressors*

each development has an allocated sales progressor, who allows a more seamless, faster period between sold stc & completion, not to mention that it allows our negotiators more time to actually work on getting the scheme sold.



#### *sales manager*

will be available throughout the process, ensuring we excel in every department and providing effective communication where needs be.



## off plan sales

### *the value of a strong off plan sales programme:*

- lower finance costs / higher profit margin faster exit
- helps create sales momentum from practical completion
- higher lender confidence for future schemes

### *how are they done?*

- effective cgi imagery
- a well-crafted cgi vr tour
- comprehensive sales brochures
- standout hoarding design
- a dedicated website for the development
- development branding
- show home / sales suite
- an outstanding sales team!
- an exceptional digital marketing campaign





## interior design, *property staging*

*in such a crowded market, any listing can be easily lost in the sea of listings across the web. it's important we do everything we can to stand out, and we believe staging makes a great investment with all homes, but especially new homes.*

staged homes are eye-catching and create a bigger desirability for buyers to commit by not leaving anything to the imagination.

we believe it's important to make your scheme feel aspirational. we want prospective buyers to simply fall in love with their new dream home, and from experience, home staging creates a lifestyle and generates an emotional connection between a buyer and a property.

professional colour pallets, smart layouts and sumptuous interior design all help enable a buyer to create an attachment and envisage living in a home, resulting in them wanting to buy it, or pay more for it than they originally hoped to.

*statistically, staged homes either sell for quicker, sell for more, or both.*







## our *communication*



### WHATSAPP

dedicated whatsapp group



### ONLINE PORTAL

bespoke online portal



### PERFORMANCE REPORTS

detailed property performance  
reports (fortnightly)



*“if you just communicate, you can  
get by, but if you communicate  
skilfully, you can work miracles.”*

- jim rohn

”

## recommended *solicitor & lending advisor*



*naziana sarah mehdy*

partner

*lewis nedas law*

camden head office  
24 camden high street  
london  
nw1 0jh

mayfair office  
16 berkeley street  
london  
w1j 8dz

**LEWIS NEDAS LAW**

☎ (0) 20 7387 2032

✉ [nmehdy@lewisnedas.co.uk](mailto:nmehdy@lewisnedas.co.uk)



*nicholas christofi*

managing director

*sirius property finance*

4 copthall avenue  
london  
ec2r 7da

**SIRIUS**  
PROPERTY FINANCE

☎ (0) 20 8092 4444

✉ [nicholas.christofi@siriusfinance.co.uk](mailto:nicholas.christofi@siriusfinance.co.uk)

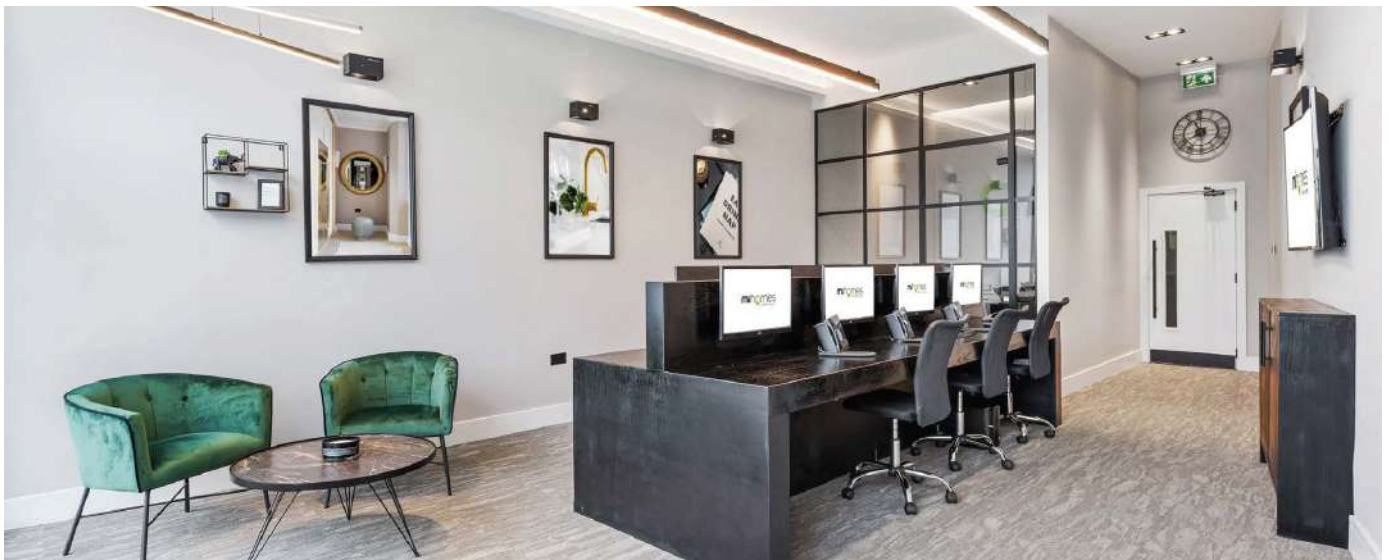
## why *sole agency?*

*better results, a concentrated marketing campaign,  
and fluidly executed.*

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would you use two solicitors to do the same job for you? you usually instruct a single one and trust them 100% - this is the attitude you should have with your estate agent too. it is so important that you instruct a single agent because more than one listing online can make you appear desperate and really affect the position and ability of your agent to negotiate you the best possible resale price of your property.

when vendors instruct more than one agent, they think they will get both agents competing against each other. in fact, what that actually does is remove the focus on doing the very best for their client, to focusing on their own best interests as the agent, and all they begin to care about is beating the other agent to the deal, but disregarding the focus on achieving the best possible price for their client as well as conveniently brushing aside the importance of ensuring the buyer(s) they are 'recommending' have been fully vetted and are actually capable of completing on the purchase. to conclude, sole agency instructions mean you will (statistically) achieve a higher price and have a higher chance of avoiding a 'fall through' provided the right agent is chosen from the outset. you will be getting the very best exposure with mi homes and when the time comes, we know our team are most capable to achieve the best financial outcome (highest on your sale, lowest on your purchase).





## giving back to *charity*

*we are extremely proud to say that mi land & new homes sponsor the dogs trust and noah's ark childrens hospice.*

as animal lovers and dog owners ourselves, we can't help but to support dog's in need in any capacity. noah's ark children's hospice is another charity we support, the cause itself speaks volumes and goes without saying as to why we support this worthy organisation.

we also hope to take part (as a team) in a charity run in the near future.

as further commitment to our contributions to the above charities, in the hope we are instructed to move you onto a new chapter in your life, we will contribute .5% of our banked fees and split them equally to the above charities.



**DogsTrust**



**NOAH'S ARK**  
children's hospice



barratt london  
*western circus*

BARRATT  
— LONDON —

*prices from: £450,000 - £675,000*

365 one, two & three bedroom apartments





hayes village, nestles ave  
*hayes ub3 4qf*



BARRATT  
— LONDON —

*prices from: £327,000 - £660,000*

a selection of 1,500 brand new 1, 2, 3 and 4 bedroom homes





keats place  
bounds green, n11



*prices from: £350,000 - £500,000*

8 new two & three bedroom apartments in bounds green, n11





3 little saddles  
rectory lane, shenley, wd7



AMARA PROPERTY  
*exceptional homes made to cherish*

*prices from: £900,000 - £1,350,000*

8 new four-bedroom homes in radlett, wd7





65 goring road  
n11 2bt

ARCO  
DEVELOPMENTS

£900,000

brand new three-bedroom home



the mews  
3 truro road, n22 8el



**LANESRA  
GROUP**

**£600,000**

4 brand new two-bedroom homes in wood green, n22.





one london road  
sl3 7ff



*prices from: £295,000 - £525,000*

31 brand new one, two & three bedroom apartments



1 disraeli road  
e7 9jw



**LANESRA  
GROUP**

*prices from: £365,000 – £575,000*

7 brand new one, two & three bedroom apartments







BRITISH  
PROPERTY  
AWARDS

2022

★★★★★

GOLD WINNER

ESTATE AGENT

mi land & new homes



+44 (0) 20 7323 9574



NEWHOMES@MI-HOMES.CO.UK



MI-HOMES.CO.UK



9 ONSLOW PARADE, HAMPDEN SQUARE,  
SOUTHGATE, N14 5JN



MI.HOMES



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