



case studies



PRIME PROPERTY SPECIALISTS

The Tukul, Beaulieu, The New Forest, Hampshire

Client Requirement

Having sold the Snow and Rock chain of adventure sports clothing and equipment stores he founded, Mike Browne had been monitoring and searching the market for a suitable waterside property for over a year.

Sands was briefed to locate and acquire a suitable home with the following features:

- Waterside house with substantial grounds
- Direct water frontage with private jetty and mooring
- South Coast location.

Sands Approach

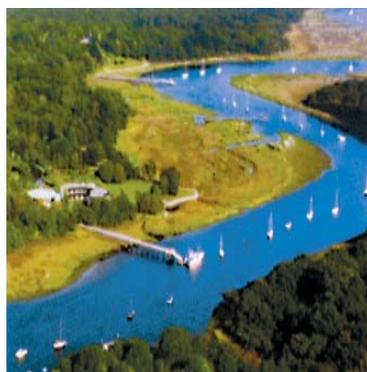
Mike Browne was already aware that many properties were changing hands without ever reaching the open market.

Sands advised that a pro-active approach be taken to discreetly contact owners of suitable properties within a highly focussed location along the Beaulieu River and the southern coast of the New Forest.

Sands in Action

On being instructed, Sands researched and compiled a shortlist of suitable properties and made discreet enquiries about their availability.

Viewings were then undertaken with owners of properties who had responded positively.



The results of the initial viewings were assessed with the client and The Tukul, a unique contemporary waterside home, set in 12 acres, was shortlisted for further consideration.

Re-assured by the results of Sands' due diligence, including research into the property's current market value, potential resale issues and the seller's own circumstances, the client instructed Sands to open negotiations to purchase the property.

The Result

After two weeks of detailed negotiations, terms were agreed and the property was secured with a prompt exchange of contracts.

Alder Carr House Farm, Harrogate, North Yorkshire

Client Requirement

John Bussey is the founder and Chairman of Driver Hire, a leading supplier of professional drivers and ancillary staff. Although he knew precisely the type of family home he wanted, John had been searching for 18 months without success.

Sands was briefed to locate and acquire a suitable home with the following features:

- Country house with substantial grounds
- Private secluded setting
- Swimming pool
- Helipad
- Garaging for 7 cars
- Within 15 miles of Harrogate

Sands Approach

Harrogate is an affluent part of North Yorkshire with a booming property market, fuelled by competition between local businessmen and southern based buyers taking advantage of the excellent value for money offered by properties in this area.

It was agreed that the client's requirements should be immediately marketed to selling agents, surveyors and other property professionals, both locally and nationally.

Additionally, Sands' own £1/2 billion repository of 'off-market' property would be searched with discrete approaches made to owners of suitable properties to ascertain their interest in selling.



Sands in Action

Within 3 days of being instructed, Sands had identified the key selling agents and informed them of its client's requirements. Sands re-inforced the fact that its client was in a position to proceed should they be aware of an appropriate property either becoming available or being discreetly offered for sale. At the same time, the Sands research team scoured both its own database and the target area for properties that might be available 'off-market'.

Although initial approaches to selling agents bore little fruit, Sands redoubled its efforts and was in constant dialogue with key contacts. As a result of its persistence and reputation, Sands was informed first of a property that was only to be made quietly available to the most select purchasers.

An immediate viewing was arranged and the client was delighted to find that the property being viewed, was a renowned country estate that had, in fact, been the benchmark for his search criteria. Sands had literally sourced his dream home.

The Result

The client's offer was agreed in principle within a week. After 18 months unsuccessful searching, Sands client, John Bussey and his wife were able to move into their new home just a few weeks after first viewing the property.

Panorama Road, Sandbanks, Dorset

Client Requirement

Mike Walker, despite knowing the area where he was seeking to purchase and having contacts in the region, had been unable to acquire the prominent, prestigious waterside home he was seeking on the Sandbanks Peninsula.

Sands was briefed to locate a suitable home with the following features:

- Large, luxury contemporary house
- Direct water access
- Own jetty

Sands Approach

Sandbanks, on the South Coast of Britain, is one of the world's foremost property hotspots. These most desirable harbourside properties rarely become available and sales are generally secured privately without ever reaching the open market. As a result, many properties change hands without unrepresented buyers ever being aware of their availability.

Sands actively monitors and acquires market intelligence through its own network of property and business professionals and by direct contact with owners of desirable properties. By maintaining this activity, Sands has developed its own private property portfolio containing many of the U.K.'s most sought after properties available for sale, which are only offered to select purchasers.



Sands in Action

Immediately after being instructed, Sands approached its contacts and made direct approaches to owners of suitable properties, discretely speaking with them to discuss the possibility of a sale to a committed buyer who could immediately proceed with the transaction.

Over a period of 6 months, Sands was able to offer their client the opportunity to purchase some of the most exclusive Sandbanks properties, before any competing buyers were aware of their availability.



As a result of this process, the client gained an in-depth knowledge of the local marketplace and the confidence to make an immediate decision to proceed with a privately available 3 storey property with stunning views across Poole Harbour. After taking Sands' impartial advice on the market value and possible resale value, Sands was instructed to begin negotiations to acquire the property.

The Result

A deal was agreed and an exchange of contracts took place within days. Although property sales in this area attract considerable public interest, Sands was able to ensure that a complete media blackout was maintained as both buyer and seller had insisted on complete confidentiality during the transaction.

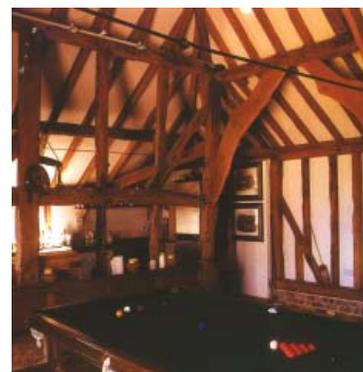
Spring Farm Oast, Nutley, East Sussex

Client Requirement

Bill Lowry is the MD of Biggin Hill Helicopters. Needing to stay within easy travelling distance of Biggin Hill, he had a complex and demanding property requirement. Moreover, he needed to move before the start of the next school year.

Sands was briefed to locate and acquire a suitable home with the following features:

- Country house with substantial grounds
- Self contained accommodation for two families
- Space to land a helicopter
- Stabling and paddocks for 3 horses
- Kent/East Sussex location within easy commuting distance of Biggin Hill



Sands Approach

Kent and East Sussex are two of the most sought after areas of southern England. Consequently, owners in these areas are often able to secure sales to private, committed buyers without going to the open market. As a result, many properties change hands without unrepresented buyers being aware of their availability. Sands suggested an approach utilising its network of selling agents and other professional contacts to actively seek out suitable properties, whether available on or off the open market.

Sands in Action

Using a mix of pro-active marketing and intensive networking to carefully selected selling agents, Spring Farm Oast was identified and a viewing was made within 14 days of Sands being briefed.

Sands discretely investigated the seller's circumstances and discovered that the promise of a quick sale would be more advantageous than accepting the highest bid. A buyers bid package was carefully prepared and presented, emphasising the client's ability to proceed immediately. Sands also led the ensuing negotiations, updating its client on a daily basis.



The Result

After 10 days of intensive negotiations a superb 'win-win' deal was struck, securing a six-figure discount on the asking price for their buyer in return for a rapid exchange and completion for the seller.

Bill Lowry was able to move into his new home in good time for the start of the new school term.

SANDS
HOME
SEARCH

Sands Home Search

New House

Market Place

Ringwood

Hampshire

BH24 1EN.

Tel (from U.K.): 01425 485365

Tel (from overseas): +44 1425 485365

Email: info@sandshomesearch.com

www.sandshomesearch.com