





DEVELOPING WITH LANDMASS

- Landmass is a multi-disciplinary real estate and design practice with unparalleled expertise in the luxury residential Prime Central London market.
- Landmass' objective is to maximise the innate potential of each property. Whatever the needs of our clients are, we are able to create value through each of our services by bringing the hidden possibilities lying in each project to life.
- Our projects and designs are specifically aimed at the target market relevant to the specific project in order to maximize sales.
- Landmass takes pride in its extensive track record: since 1998 we have completed 33 residential development projects in Central London and another 19 private commission projects have been spearheaded by the Landmass Interior Design Team.





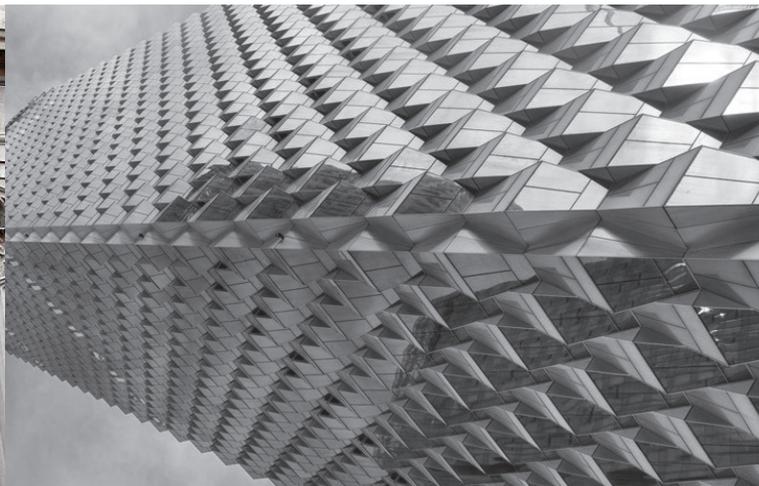
LANDMASS ETHOS | BACKGROUND

Prime Central London Focus The better areas of The Royal Borough of Kensington & Chelsea, and The Borough of Westminster.
We can commission other boroughs of London.

Value adding service through our extensive history of work, Landmass London has gained an invaluable insight into the complexities that certain developments present, and pride ourselves on being solution orientated in our approach to these.

By combining market knowledge with a clear understanding of buyers requirements, we aim to create properties which exceed expectations at every level

Unique Expertise, Landmass London has positioned itself to become one of the leading developers in space and light planning.
This unique ability has earned Landmass London numerous accolades,
including Best Interior Design London and Best Property London





LANDMASS SERVICES

Landmass' services cover a wide spectrum in the built environment activities and are aimed at a diverse range of players in the Real Estate realm, from private clients to wealth managers and fellow developers.

As a multi-disciplinary practice, Landmass focuses on:

Bespoke Design and Build

Award winning service to plan, consult, and fully renovate existing properties, through innovative ways of maximising space and light.

Bespoke Residence Sourcing

Specialised service to acquire dilapidated properties for private clients and transform them into visionary residences, ensuring considerable savings and customised design.

Development Advice and Management

The advisory service that makes Landmass' multi-faceted knowledge available for other developers and investor, tackling every aspect of the project from acquisition to sale.

Capital Preservation

Landmass's service to build a profitable investment portfolio in Prime Locations, that will ensure our clients the security of receiving a continuous income stream and a long-term capital appreciation.

Residential Development

Leveraging on its twenty-year experience, Landmass will act as operating partner for both single and multi-unit projects.



DEVELOPMENT ADVICE AND MANAGEMENT

The London luxury residential market these days is more competitive than ever.

With the challenges posed by Brexit and the changes in taxation, it is crucial that every aspect of the development process is precisely assessed before acquiring and developing a site.

Landmass Development Advice and Management provides development advisory services to developers and investors, driving value creation to development schemes by solving property development related problems and aiding decision making through research, expertise and analysis.

Our way of conceiving residential properties as both real estate products, from a developer perspective, and homes, from an end user point of view, enables us to provide invaluable insight and unlock the maximum value of each individual property.





DEVELOPMENT ADVICE AND MANAGEMENT

DEVELOPMENT ADVICE

Acquisition advice

Site evaluation

Planning history analysis

Market study

Viability/financial analysis

Project Advice

Scheme design evaluation

Architectural and interior design solutions

Marketing advice

Development Funding Advice

Debt/equity advice

Debt structuring

Purchase option advice

DEVELOPMENT MANAGEMENT

Before Development

Preparation of the design brief,
budget and project implementation strategy

Appointment of the project team

During Development

Management of construction and delivery phase

Project monitoring and reporting

After Development

Post-completion staging



DEVELOPMENT ADVICE

Acquisition advice

Site evaluation

Both when the site has to be chosen and when it has already been identified, Landmass will undertake an analysis of the site to capture its current state and its development potential.

Planning history analysis

Landmass will gain information about the planning decisions related to the site and the neighbouring properties, also researching the relevant planning policy framework.

Market study

Landmass will undertake a market study to give a clear overview of the competition that is affecting the pricing.

Viability/financial analysis

Landmass will assess the financial viability of each development project, also providing scenario analysis to take into consideration different possibilities.

Project Advice

Scheme design evaluation

Landmass will provide a study to assess the best solution in terms of scheme design, based on market knowledge and our direct development experience.

Architectural and interior design solutions

Using either Landmass in-house architecture and interior design team and external professionals, Landmass will identify the best way to enhance the layout of the development through the use of space planning, square footage extensions and intelligent interior design

Marketing advice

From this initial stage, Landmass will provide advice on the marketing of the development project and the pre-sales campaign

Development Funding Advice

Debt/equity advice

Landmass has developed long standing relationships with financial institutions including banks, specialist equity funds and private investors. Landmass will liaise with the most appropriate professional in accordance with the client's requirements.

Debt structuring

Utilising our financial network, we can assist you in obtaining development funding including senior debt, stretched senior and mezzanine financing

Purchase option advice

Landmass can provide advice on how to proceed with the acquisition (Onshore/Offshore limited company, Special Purpose vehicle or in individual names), discussing the best option in accordance with the scheme and the investors' requirements



DEVELOPMENT MANAGEMENT

Before Development

Preparation of the design brief, budget and project implementation strategy

Landmass will be able to prepare the design brief and give indications regarding the budget and the most appropriate way to implement the strategy for the project.

Appointment of the project team

Leveraging our extensive experience and range of contacts, Landmass can source the best professional team to work on each specific project.

During Development

Management of construction and delivery phase

Landmass will co-ordinate and oversee the project ensuring tight control over predetermined budgets and timescale.

Project monitoring and reporting

Landmass understands that the investor objectives are primarily profit driven: we will regularly update investors on each stage of a project progression on an agreed-upon basis

After Development

Post-completion staging

With a dedicated interior design team, Landmass can assist in sourcing every last item of furniture and fittings to maximise the selling potential.





DESIGN AND PROJECT MANAGEMENT PROCESS - FOCUS



Core Design and Planning Team

Carries out feasibility study, defines the brief and creates concept design

Architect

Rights of light surveyor

Interior designer

Planning consultant

Technical Team

Assists the design team in design development

Structural engineer

M&E engineer

Building control

Party wall surveyor

Quantity surveyor

Specialist Consultants

Finalise the details of the various packages

Audiovisual

Air conditioning

Lighting

Heating

Joinery

Feng Shui

Security

Home Automation

Construction Team

Builds out the project to the given specification

Contractor

Specialist subcontractors



THE PROCESS STEP BY STEP

Concept		Design			Development		
Stage 0	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
STRATEGIC BRIEF	CLIENT BRIEF AND PREPARATION	CONCEPT DESIGN	DEVELOPED DESIGN	TECHNICAL DESIGN	CONSTRUCTION	HANDOVER	SALE
<ul style="list-style-type: none"> • Defining the scope for a project • Initial considerations for assembling the project team • Establish Project Programme • Informations exchanges 	<ul style="list-style-type: none"> • Developing the initial Project Brief and any related Feasibility Studies. In particular to be considered are: <ul style="list-style-type: none"> - The project's spatial requirements; - The desired Project outcomes; - The site or context; - The budget • Assembling the project team and defining each party's roles and responsibilities • Conduct initial pre-planning application discussions • Initial concept images and mood boards 	<ul style="list-style-type: none"> • The initial Concept Design is produced in line with the requirements of the Initial Project Brief • Outline proposals for structural design, building services systems, outline specifications and preliminary cost informations • Conduct pre-planning application discussions and submit outline planning applications 	<ul style="list-style-type: none"> • Prepare Development Design and present it to the Client for design sign-off • Submit Planning Application • Coordinate architectural with structural and building services • Liaising with Building Control Inspector • Contractor Procurement 	<ul style="list-style-type: none"> • Prepare Technical Design to include all architectural, structural and building services information, specialist sub-contractor design and specifications • Tender assessed and Building Contract awarded including appointing Principal Contractor • Review Planning Conditions following granting of consent • Building Regulations sub-mission 	<ul style="list-style-type: none"> • Offsite manufacturing and onsite Construction • Site inspections and supervision of works and quality • Meetings with Contractor, consultants and Client • Purchase and Procurement of all necessary items (FF&E) • Monitoring and coordination of delivery and installation • Styling on completion 	<ul style="list-style-type: none"> • Handover of building and conclusion of Building Contract • Conclude administration of Building Contract • 'As-constructed' informations including Health and Safety file 	<ul style="list-style-type: none"> • Property staging and preparation for sale for the target market



FOUNDER



ALAN WAXMAN - FOUNDER & CHIEF EXECUTIVE

Alan founded Landmass in 1998 and has since established a property development and design company that has become synonymous with exceptional attention to detail, coherence throughout the project life cycle and alignment with clients's requirements. He is committed to delivering successful developments which are well considered, desirable and distinctive. Alan has developed numerous high end, residential properties, including the award winning Grosvenor Crescent Mews in Belgravia, London.

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LANDMASS

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