

# THE DNA OF A MASTER DEVELOPER



## Projects

- Target big, complex sites in key growth locations
- Invest in the land for long-dated returns
- Work with like-minded partners
- Recognise every site demands a bespoke approach

## Planning

- Ensure senior team engagement with stakeholders and communities
- Trust needs to be earned by making and delivering on promises
- Cut through jargon and complexity – explain, illustrate and guide
- With a 20-year consent – build in flexibility from the outset as things will change



## Funding

- Patient, experienced capital is required
- Investment needs to be aligned with a commitment to quality
- Actively use public funds to accelerate delivery
- Maintain delivery throughout economic cycles



## Delivery

- De-risk issues at the earliest opportunity
- Assume responsibility for delivery of infrastructure to maintain momentum
- Work at scale to create efficiency
- Establish multiple points of sale to enhance absorption



## Quality

- Establish quality benchmark from the start
- Use planning, contracts and the example of self-delivery to maintain standards
- Ensure your team really cares about the details
- You don't need to spend more; you just need to spend it smarter



## Homes

- Keep control by not selling off large parcels
- Package land on a consistent basis across phases and sites
- Create a level playing field for all sizes of housebuilder to compete
- Be prepared to self-deliver the more difficult plots to maintain quality and values

