



**Looking for**

**land and property experts**

# Introduction

If you are looking for land and property experts Optimis provides a specialist service to landowners who wish to maximise the potential of their land and property, by delivering a comprehensive service to market and dispose of their assets that best fit the requirements of the landowner. We provide an independent bespoke service that takes the acquisition or disposal of land from an initial idea through a dedicated service to completion of the transaction.

## **Why is our service comprehensive?**

Optimis is a multi-professional practice combining in-house land, planning, ecology and viability expertise. We can advise on the most important issues when identifying the best marketing options and identifying the most appropriate outcomes for our clients.

We work with our clients all the way through the legal process to support and 'hand-hold' as required.

## **How do we provide the best deal?**

We have a diverse range of skills within the team and this allows us to look at the potential for land from multiple angles. Our experience in the residential market working for landowners or developers gives us a range of perspectives that allow us to negotiate the best terms, whilst also appreciating the needs of the purchaser. We have experience in a range of deal structures and have worked with many 'end-user' clients with different purchasing models. This enables us to have a broad and detailed understanding of the market place, within and beyond residential development.

# Our team

Our team offers specialist consultancy and advice in all areas of land acquisition and land disposal. We aim to exceed expectation in supporting the interests of our clients.

Combining our experience across the property sector with years of experience in helping customers through the process of

buying and selling land, we are well versed in dealing with a variety of land types.



**Fiona Baillie**

*Land and Business  
Development Manager*

**+44 (0)7702 571481**  
**+44 (0)1234 330624**

[fiona@optimis-consulting.co.uk](mailto:fiona@optimis-consulting.co.uk)



**Justin Wickersham** FRTPI

*Managing Director*

**+44 (0)7912 161105**  
**+44 (0)1234 330624**

[justin@optimis-consulting.co.uk](mailto:justin@optimis-consulting.co.uk)



**Gary Wilkin**

*Head of Land*

**+44 (0)07591 382916**  
**+44 (0)1234 330624**

[gary@optimis-consulting.co.uk](mailto:gary@optimis-consulting.co.uk)

# Our service

Since 2010 when Optimis acted for its first landowner we have successfully assisted a range of clients in disposing of their property assets. The clients range from individuals to some of the countries largest housebuilders and commercial organisations. We have also secured multiple outcomes on sites, where the client have required us to deliver different land use sales.

## **Our expertise at Optimis**

Our strength is not just our knowledge it's our team. The individuals that work for Optimis have had careers at a range of professional organisations. Working for national and regional housebuilders, land traders and estate agents provides a broader understanding of the wider market. We have a good understanding of purchasing models, developer appetite and we focus our energies, where possible on trusted secure organisations to sell land to.

Our sales skills are enhanced by our technical know how. Although we tailor our marketing approach to the needs of our customers in recognition of the market place, we also utilize our in-house technical experts to sense check offers by purchasers.

We are also able to manage the legal process because although we are not lawyers, we have a very good understanding of the property sale process and this allows us to work closely with lawyers to successfully navigate the contract stage of the sale. We guide the landowner and appointed lawyers and accountants on the commerciality of the deal. Its all part of the service.

We can market sites openly, and have a 'right move' presence or can be more direct and often operate a closed marketing process, as required.

# Testimonials

*"If you've become disenchanted with established land agents and need a refreshing change, go to Optimis Consulting. We are a small residential land promotion company who did just that over a year ago when we gave Optimis our first instruction to sell an allocated residential development site in Bedfordshire. It's fair to say the service and expertise provided by them through the entire process was exceptional, so too the price achieved. Needless to say we've continued to deal with Optimis ever since and would recommend this Firm most highly."*

**Peter Barnett**

Landcrest Developments Ltd

*"Optimis and Gary Wilkin were really great to deal with from my initial enquiry on the land all the way through to completion. They are very thorough with their knowledge and the information provided and were always on hand to move the deal forward. Also, when called upon, Justin Wickersham was very proactive in finding solutions to certain issues that needed his input. Optimis' depth of knowledge and expertise within the planning process along with the trustworthy nature of the business ensures a really complete service for anything land and development related."*

**Matt Callanan**

Status Homes Limited



# Development Land Sold



## Land at Middlelakes, Toddington Bedfordshire

**Description:** Offers were sought for a site with an outline planning permission submitted for 61 no. 2 to 4 bed residential dwellings, with all matters reserved except access.

**Promotion Partner:** Landcrest Developments Limited

**Status:** Sold 2022

**Purchaser:** Hayfield Homes





### **Bury Spinney, Houghton Regis**

*Bedfordshire*

**Description:** Unconditional offers were sought on a site with outline planning for a residential scheme of up to 100 dwellings

**Status:** Sold 2021

**Purchaser:** Lagan Homes





## **Oakwell Park, Houghton Regis**

*Bedfordshire*

**Description:** Unconditional offers were sought for a site that has a resolution of grant fully planning permission for up to 48 residential units, 30% affordable.

**Status:** Sold 2023

**Purchaser:** Elemento Group





**Purchaser:** James Estates

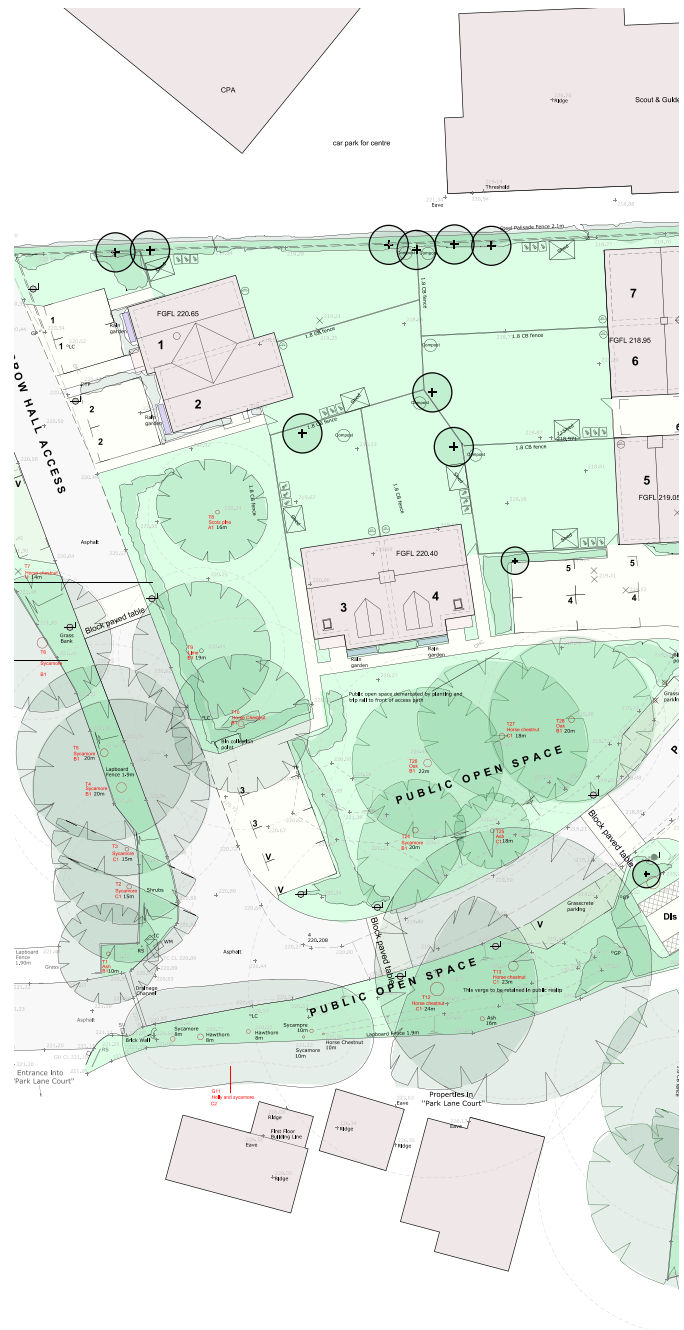


## Park Lane, Stokenchurch Buckinghamshire

**Description:** Site was sold with an outline application for the redevelopment of the site to provide 14 residential units.

**Status:** Sold 2022

**Purchaser:** Wilber Homes



# Strategic Land

Examples of land opportunities sold without planning permission.

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## **Stondon** *Bedfordshire*

**Description:** Exchanged on a promotion agreement to deliver community led development.

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## **Cranfield** *Bedfordshire*

**Description:** Exchanged 2021 for 12 acres of land for residential.

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## **Fowlmere** *Cambridgeshire*

**Description:** Exchanged 2021 for 17 acres of land for residential.

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## **The Claydons** *Buckinghamshire*

**Description:** Exchanged 2016 for a site of 9 acres to provide residential and commercial uses. Completed 2019.

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## **Houghton Regis** *Bedfordshire*

**Description:** Exchanged 2013 for 3 acres of land in Green Belt for 24 dwellings. Consent issued 2019.

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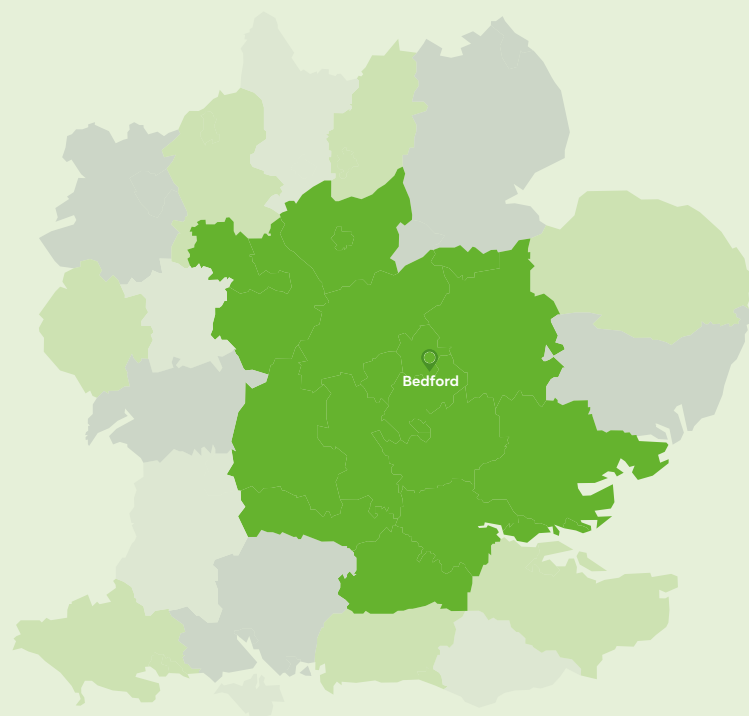
## **Hatton Park** *Warwickshire*

**Description:** Exchanged 2019 to a care home provider aiming to achieve planning consent in 2023.

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## Main areas of operation



**optimis-consulting.co.uk**

Optimis Consulting  
16 St Cuthbert's Street  
Bedford  
MK40 3JG

01234 330624  
land@optimis-consulting.co.uk



optimisinfo



optimis\_consulting



optimis-consulting-ltd