

Your land is a precious commodity. It is important to make sure you enter the most appropriate form of agreement to realise its maximum value.

1. Work with a partner who has an incentive to maximise your land value

If you enter into a Promotion Agreement with Landform, as opposed to a more traditional Optional Agreement, you stand to make more money from your land. You only pay Landform a percentage of the land value when it is sold, so Landform has a genuine incentive to maximise the sale value whilst reducing costs.

2. Receive a premium fee at the outset

You will be paid a premium fee on entering the contract and Landform will pay for all your associated legal and surveyor fees of entering the contract.

3. What role does Landform perform?

Landform appoints, pays for and manages a professional team of specialist consultants with a successful track record in delivering planning consents. Landform controls and coordinates this team to deal with all technical, legal, commercial and town planning aspects of the project.

4. Offer your consented land to the open market to get the highest price

At the point of securing planning permission, your consented land will always be taken to the open market to obtain the highest bid. In this way both parties have a shared objective to maximise the land sales receipts and keep costs to a minimum.

5. Expect a 5 year + agreement

You should expect that the length of each agreement will vary to match the anticipated planning programme of each project with a right to extend in the event of planning delay. Typically, Landform focuses on opportunities that require between 2 and 5 years to obtain consent.

6. What does Landform receive?

Landform receives its project costs back first and will receive an agreed share of the net sales proceeds. The division between Landform and you, the landowner, will vary from site to site depending on the level of planning risk associated with the project and the length of time needed to secure planning consent.

7. Why enter a Promotion Agreement rather than an Option?

Option Agreements are generally made with house builders and they want cheap land. A house builder will therefore, at the receipt of planning consent, seek to depress the land value and increase allowable costs and hence pay you less.

A Promotion Agreement is a genuine alignment of interests between you and Landform. It represents a working partnership throughout the project, with a shared interest in securing the highest price for your land.



Whatever form of contract is chosen our success is always founded on forming a strong partnership with landowners.

If you would like us to assess the potential of your land, please get in touch.

If you would like us to assess the potential of your land, or if you have an option agreement that is coming up for expiry, please get in touch.

Landform Estates Limited
23–25 Great Sutton Street
London EC1V 0DN

T +44 (0)20 7017 1788
F +44 (0)20 7017 1781
caroline.rogers@landformestates.com