



**RESIDENTIAL DEVELOPMENT**  
The Journey





# THE DEVELOPMENT JOURNEY

## **An Integrated Approach**

A development journey mirrors the contours of a river, like the Thames flowing from its source to the estuary, navigating diverse tributaries and obstacles along the way.

At BNP Paribas Real Estate, our residential offering is holistic, in the sense that all aspects of this journey are conveniently housed under the same roof. Therefore, all advice relating to any point along the development path flows fluidly together. Unlike any of our competitors, we are uniquely one department. As a result there are no 'silos', and our advice is clear, concise and most importantly integrated from the start of the journey to the very end.

### **Adrian Owen**

Executive Director UK Residential  
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# THE RIVER SOURCE

## WHERE THE JOURNEY BEGINS

### Introduction

Residential is integral to most real estate developments. On occasions it is a policy-led requirement for a commercial building to include a residential offer, whereas in others it is a value driver.

We know we need specialist teams in order to provide an exceptional service, backed up by first-rate expertise to a wide domestic and international client base.

Our team is made up of a group of pro-active and dynamic, entrepreneurial professionals. This personality type complements our business structure perfectly, as each Director works autonomously, and looks after their client in a 'hands on' manner through each stage of the development cycle.

This approach ensures that the advice we give to our clients is relevant, intuitive, innovative, bespoke and best in class.



# PLAIN SAILING GUARANTEED

## Development Consultancy

It's our job to navigate the unknowns. We work out the best approach for the development of the proposed scheme or asset, assess the site characteristics, and identify any significant opportunities or possible constraints.

Our role involves extensive consultation, that focuses on assessing any local competition and agreeing a differentiation strategy, identifying relevant audiences and crucially establishing a distinct market positioning for the scheme.

Collaboration is key, as we work closely with the clients and their professional team to formulate development concepts, and ultimately achieve best value.

## Key Services:

- Asset Management & Estate Strategies
- HCA & Public Sector
- Infrastructure & CPO
- Valuation
- Dispute Resolution
- Expert Witness
- Development Agency
- Development Agreements
- Planning

## Contact Development Consultancy:

*dev.con@bnpparibas.com*  
*+44 (0)20 7338 4462*

# BRAVING THE WATER

## Land

We are experienced in managing diverse projects on behalf of our clients: from selling or acquiring single plots, strategic land and complex option agreements, to dealing with large mixed-use sites, or assets being converted to residential use.

Our clients are diverse and range from public sector bodies, local authorities and charities, to small niche contractors and developers, national house builders, property companies, international and institutional investors, as well as private individuals.

We value the strong relationships we have established with our client base. These long-term partnerships and relationships enable us to deliver land and re-development projects, both with and without planning, to increase the much needed supply of housing across the UK.

## Key Services:

- Land Sale
- Land Acquisition
- Strategic Land
- Option/Promotion Agreements
- Expert Witness
- Joint Venture
- Public Sector
- Private Sector

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# UNDERSTANDING THE EBB & FLOW

## Affordable Housing & S106 Viability

Affordable housing is now a pre-requisite for most residential developments in England. It is essential when assessing the viability of a development, to have a good grasp on what is actually required, beyond the detailed policies of the local authority.

At BNP Paribas Real Estate, we're adept at advising on S106 obligations and affordable housing requirements, and are widely regarded as the number one advisor in the market. Our team advise both local authorities and developers, and have extensive experience in producing financial appraisals, based on current and changing guidelines that illustrate the level of obligation a scheme can realistically afford, or deliver.

Following the introduction of CIL (Community Infrastructure Levy) we have advised 75% of the local authorities in London, and a significant number of other local authorities across the UK. Understanding what value can be attributed to the revenue of a development is important.

The team also specialise in negotiating S106 agreements and advising on the requirements of different Registered Providers, and the level of specification needed to deliver best value, dependent on tenure. We advise both developers and Registered Providers on the sale or acquisition of affordable housing within new developments being brought forward.

## Key Services:

- S106 Negotiation & Viability Appraisals
- Disposal & Acquisition of S106 Affordable Housing
- Expert Witness
- CIL
- Localplan Viability Testing
- Masterplan Viability
- Option Appraisals
- Valuation

## Contact Affordable Housing:

*dev.viability@bnpparibas.com*  
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# A BRIDGE TO CROSS

## Valuation

Valuation is a fundamental gateway and decision making support. In today's market it is paramount for any commercial decision when buying or selling a property asset, or settling a development dispute or issue.

At BNP Paribas Real Estate, we offer an outstanding team of valuers, who are also active in the market, whose job is to ensure that our client's needs are met at every stage of the journey. We are experienced in dealing with all types and sizes of property across all property sectors, so you can consider our advice relevant, current and contextual.

Over the past decade the residential property market has seen unprecedented growth. In Central London particularly, we have witnessed a dramatic increase in demand, and have broadened our specialist knowledge as a result, positioning us as a market leader in residential development valuation.

## Key Services:

- Acquisition & Sales
- Portfolios
- Secured Lending
- Mergers
- Balance Sheet & Accounting
- Investment Valuation

## Contact Valuation:

*resi.val@bnpparibas.com*  
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# NAVIGATING THE JOURNEY

## Residential Capital Markets

Investment into the residential sector in volume requires bespoke advice, detailed market knowledge, and insight into what product may be coming on to the market. This may include large portfolios, individual blocks or new build units off-plan.

We advise many diverse clients on the pre-purchase of off-plan sale of apartments. This not only satisfies the demand, but also supports the developer's pre-sales funding requirements before construction begins.

The institutional Private Rented Sector (PRS) market is rapidly evolving. As a result, there is increasing demand from national institutions, and overseas investment vehicles that are keen to acquire residential units in volume, in new build or built for purpose schemes, as well as direct investment into developers and service providers.

The large number of students in the UK has led to a huge requirement for modern and up to date accommodation, which has in recent years attracted significant institutional investment. The market offers opportunities for the acquisition and sale, of both new and trading investments of operators and universities.

## Key Services:

### Private Rental Sector

- Development Advice
- Land
- Institutional Investment
- Valuation

### Block Investment

- Sale & Acquisition
- Valuation
- Portfolios
- Reversionary Assets

### Student Housing

- Procurement of Student Halls
- Valuation & Appraisals
- Estate Strategies
- Development Advice
- OJEU Process Management
- Lease & Nomination Agreements
- Portfolio Rationalisation
- Strategic Advice

## Contact Residential Capital Markets:

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# DOWNSTREAM THINKING

## New Home Sales

We are experienced in advising on 360° marketing strategies for the sale of units within a project, from strategic thinking and planning to detailed scheduling and budgeting.

From coordinating pre-marketing services, to making use of marketing components, we manage all aspects to produce an effective campaign that mirrors the sales strategy. This can include marketing a project overseas within markets in the Middle East, Asia Pacific, Russia, South Africa and India.

We specialise in working with clients that require marketing and sales expertise, to ensure they have relevant and effective strategies in place for unit sales. In leveraging our reputation as a brand, we are able to offer our clients exclusive access to the world's wealthiest investors, through BNP Paribas' global reach and banking platforms.

## Key Services:

- Product Identification
- Unit Pricing & Comparable Evidence
- Target Market
- Sales & Marketing Strategies
- Sales Rate & Cash Flow Demographics
- Unit Sales in the UK & Overseas

## Contact New Home Sales:

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**INTERNATIONAL  
COVERAGE FOR  
LOCAL SOLUTIONS**

**Hong Kong**



**Singapore**



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**USA**



- Our locations
- Our alliances



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**IVORY COAST \***

**LATVIA**

**LITHUANIA**

**MOROCCO**

**NORTHERN IRELAND**

**NORWAY**

**CZECH REPUBLIC \*\*\***

**RUSSIA**

**SERBIA**

**SLOVAKIA \*\***

**SWEDEN**

**SWITZERLAND**

**TUNISIA \***

**TURKEY**

**UKRAINE**

**USA**

\* Coverage via our alliance in Morocco

\*\* Coverage via our alliance in Austria

\*\*\*Covering Transaction, Valuation & Consulting

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BNP Paribas Real Estate is a registered joint stock company with capital of € 980,010,044, 699,012,390,000 shares. Code NAF: 6810B  
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