



**YOUR LAND AND  
NEW HOMES AGENT OF CHOICE**

# WELCOME

Founded in Shipston-on-Stour in 1843, the Sheldon Bosley Knight business was built on auctions and on-site farm sales. In the years since, our business has survived two world wars, seen seven monarchs, successfully navigated recessions and depressions and watched in awe as men landed on the moon. Very few UK independent businesses have the heritage we do.

Our business has also grown and developed significantly since we started, into an estate, land and property agency, with a team of more than 250 and trusted by thousands of happy customers.

We now have 10 specialist departments - residential sales, residential lettings, commercial property sales and lettings, block management, strategic land and development, rural land agency, valuations, planning and architecture, new homes and auctions - and it's rare we meet someone we can't help with their land and property needs. With offices across the Midlands, we are proud to be embedded in the local communities we serve.



**Mike Cleary**

Custodian/Co-owner



**Daniel Jackson**

Custodian/Co-owner



# INTRODUCTION | NEW HOMES

Working in close partnership with developers of all sizes, we market everything from bespoke single homes to large-scale, multi-phase developments. Our team's impressive working knowledge of each local market – built up over years of hands-on experience – means we can provide a complete service at every stage of the process. From design input and property specification to market research, valuations, sales strategy and high-impact marketing campaigns, we have the expertise to ensure developments achieve their full potential. We also take care of the finer details, such as promotional events, qualifying leads and skilled negotiation, to deliver results for our clients.

Alongside our new homes expertise, we are proud to be one of the region's largest providers of residential development land. Our portfolio includes small to medium-sized plots with existing planning permission, as well as land with strong potential for residential consent – giving developers valuable opportunities to expand their pipeline.

At the heart of our philosophy is a focus on building long-term, trusted relationships with our developer partners. We believe success comes from collaboration, transparency and consistently delivering on our promises. By truly understanding our clients' ambitions, we are able to create bespoke strategies that not only achieve sales targets but also enhance brand reputation and deliver lasting value.

Whether you are a landowner looking to unlock the potential of your site, or a developer seeking a committed partner to bring your vision to market, our land and new homes team has the knowledge, network and passion to make it happen.

# MEET THE TEAM

## *Why choose the Sheldon Bosley Knight Group?*

At the Sheldon Bosley Knight Group, our new homes team delivers a professional, results-driven service, tailored to each individual development. We pride ourselves on adapting our sales approach to reflect the individual character, audience and vision of every scheme we represent — ensuring our strategy is always aligned with our clients' objectives.

We are trusted by developers, landowners and investors across the Midlands for our integrity, expertise and commitment to excellence. With an unparalleled reputation for representing some of the region's finest developments, we combine local insight with a luxury market mindset to consistently deliver outstanding results.

Our exceptional track record in marketing and selling new homes is built on decades of experience, a thorough understanding of the market and the ability to interpret and visualise plans with precision. This insight allows our team to communicate each development's potential with clarity and passion, inspiring confidence and driving off-plan sales.

Every development we represent is handled with care, enthusiasm and the utmost professionalism. From launch to completion, we bring vision, dedication and a refined approach, ensuring all our clients experience the Sheldon Bosley Knight difference.



**Hannah Kelham**  
Associate Director  
Andrew Granger & Co



**Jack Richardson**  
New Homes Manager  
Sheldon Bosley Knight



**Nik Kyriacou**  
Associate Director  
Sheldon Bosley Knight



**Fay Braitwaite**  
New Homes Manager  
Loveitts



**Laura Wilson**  
Area Land and New  
Homes Manager  
Loveitts



**Julie Hyde**  
New Homes Consultant  
Sheldon Bosley Knight



**Karen Daniels**  
Sales Progressor  
Sheldon Bosley Knight

# OUR SERVICES

*Unlock the potential of your development  
with the Sheldon Bosley Knight Group*

At the Sheldon Bosley Knight Group we combine industry expertise with innovative technology to elevate your development and maximise results. Our dedicated team brings a wealth of local market knowledge across the Midlands, allowing us to deliver a strategic approach tailored to the individual requirements of every project.

We offer a comprehensive range of services designed to support developers at every stage — from initial planning and pricing strategy through to final sales and successful handover.

Whatever the size or scale of your scheme, our goal is to streamline the process, enhance visibility and deliver results.

*Expertise you can trust*

In today's competitive new homes market, effective marketing is key to achieving standout success. At the Sheldon Bosley Knight Group, we specialise in creating bespoke campaigns targeting specific audiences and highlighting the special features of each development. Our marketing strategies ensure maximum exposure across both digital and physical platforms.



**SITE  
IDENTIFICATION**



**PRICING AND  
MARKETING ADVICE**



**ON AND OFF-PLAN  
SALES STRATEGY**



**FULL CGI  
DESIGN**



**ASSISTED  
MOVE**



**MARKETING  
MATERIALS**



**HIGH STREET  
EXPOSURE**



**LOCAL PRESS  
ADVERTISING**



**BUY-TO-LET  
INVESTMENT SALES**



**PART EXCHANGE  
SERVICES**

### *Other services include:*

- Strategic sales and marketing campaigns tailored to your development
- Premium exposure across major portals including Rightmove and SeeltHereFirst, our own exclusive platform
- Expert advice on part exchange, Assisted Move schemes and build management
- Comprehensive sales progression support to ensure smooth completions
- Exclusive access to land, up-to-date pricing and house price recommendations
- Strong high street presence across our branch network, connecting developments with active local buyers
- Insightful market updates, blogs and podcasts on buyer trends and regional performance alongside social media campaigns

# ASSISTED MOVE

## *How we help sell your property:*

Assisted Move is more than just a buyer service — it's a proven sales tool for developers. By helping buyers sell their existing homes quickly and efficiently, it removes one of the biggest barriers to securing a reservation.

With Assisted Move, your buyers can reserve their new home while we manage the sale of their current property. This keeps momentum on site, speeds up sales rates and reduces the risk of fall-throughs.

## *For you as a developer, this means:*

- **Faster reservations**  
buyers commit sooner, even before their sale completes.
- **Improved cash flow**  
plots move forward without unnecessary delays.
- **Lower risk**  
chains are managed by our experienced team to minimise fall-throughs.
- **Enhanced customer experience**  
giving buyers confidence and reassurance, which reflects positively on your brand.





**PLOT RESERVED,  
RESERVATION FEE PAID**



**LOCAL BRANCH WILL  
AGREE AN ASKING PRICE  
FOR THEIR PROPERTY**



**WE MANAGE THE SALE  
OF THEIR PROPERTY**



**WORK TO AN ALLOTTED  
TIME FRAME**



**AGREE A SALE AND  
HELP PROGRESS THE  
SALE TO COMPLETION**

# MEET THE MARKETING TEAM

*Strategic marketing excellence for your new homes*

We are proud to have our own in-house marketing and communications team in a dedicated hub located in the heart of Leamington Spa. This strategic positioning allows us to combine local insights with a national perspective, delivering tailored marketing solutions that are second to none.

The team has a wealth of experience from diverse backgrounds including journalism, PR, design and print and is able to apply these key skills to the property industry. This breadth of knowledge fuels our innovative and creative approach, ensuring every marketing campaign is impactful and results driven.



**Kate Gould**  
Content and  
Media Manager



**Rob Conacher**  
Design and  
Print Manager



**Alex Jackson**  
Junior Social Media Assistant  
and Graphic Designer



**Amy Taylor**  
Social Media Manager

## *Elevate your project with us:*

From concept to completion, trust the Sheldon Bosley Knight Group to elevate your development through strategic marketing, to create a lasting impression and secure successful sales.

Creating a strong and recognisable brand identity is crucial for standing out in a competitive market. Our experienced design consultants will develop a lasting brand presence to resonate with your target audience and reflect the exceptional qualities of your development.

- Specialist marketing support from new homes experts
- Brand continuity, from signage to brochures, microsites, social media and hoarding design
- Logo design, colour palette and typography
- Site naming and local research, ensuring a lasting connection to the area
- Bespoke branding, feature listings and creative digital content
- Professionally designed HTML email campaigns targeting qualified buyers



# LAND

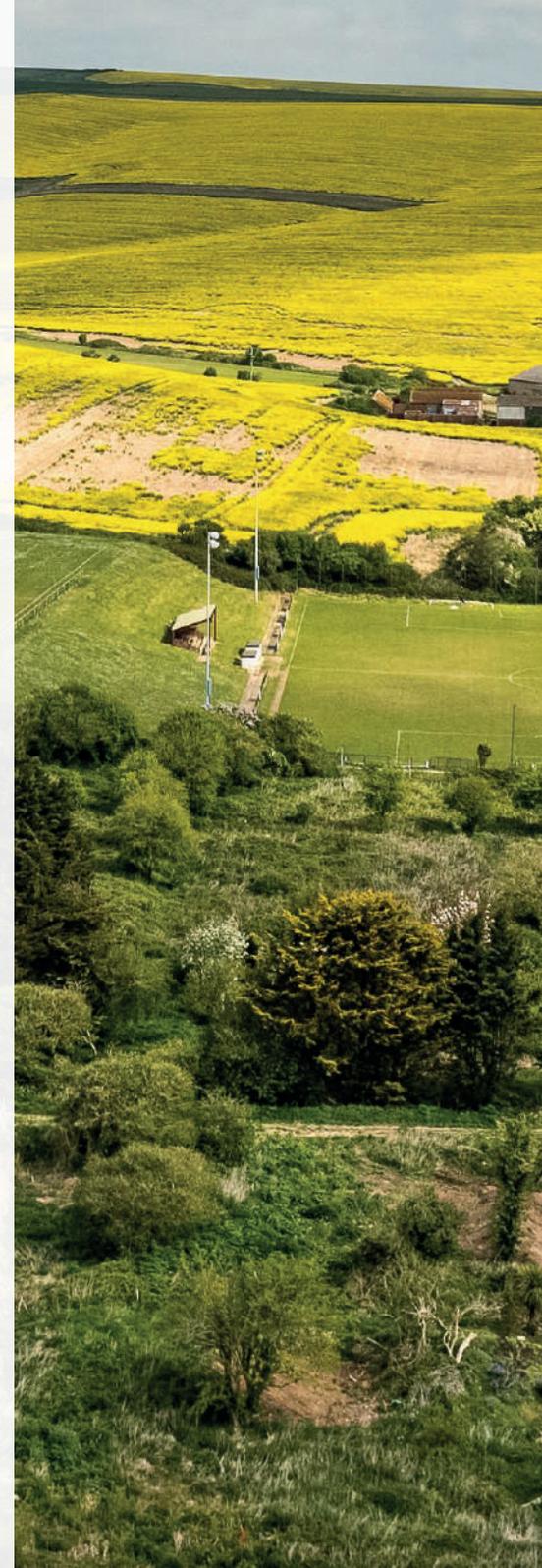
## *Unlock the full potential of your land offering*

At the Sheldon Bosley Knight Group, we are proud to be one of the region's leading land suppliers, trusted by landowners, developers and investors across the Midlands. Our land and development team currently manages over 10,000 acres of clients' land under contract, with the potential to deliver more than 7,500 new homes — from single plots to large-scale urban extensions of over 2,000 homes.

From site identification and appraisal to negotiation and sale, we provide a comprehensive and professional service tailored to every client's specific objectives. Our bespoke agreements are designed to protect and deliver your interests, ensuring clarity and confidence at every stage of the process.

Embarking on a successful development begins with securing the right land opportunity. Our experienced specialists have an extensive network of industry contacts and in-depth market knowledge, enabling us to identify, assess and unlock the full potential of every site. Through meticulous due diligence, expert negotiation and strategic guidance, we empower our clients to make informed decisions and secure the best outcomes.

Whether you are a private landowner, regional developer, national housebuilder, or housing association, we have the expertise to support you through every aspect of the development journey — from planning and promotion through to disposal and completion.





## *Our expertise includes:*

- Promotion and option agreements
- Overage negotiations
- Freehold sales and site disposals
- Valuation and viability assessments
- Planning and promotion advice
- Site identification and appraisal
- Development appraisals
- Affordable housing and Section 106 consultancy
- Conditional, unconditional and joint venture transactions

With our heritage, strategic insight and some of the most experienced professionals in the industry, the Sheldon Bosley Knight Group transforms opportunity into achievement, maximising land potential and delivering results you can trust.

# OUR ADDITIONAL SERVICES

*Our teams are experienced in all areas of land and property management*

## Land and Development

Sheldon Bosley Knight's heritage is firmly rooted in the local rural and agricultural community and our team has an unrivalled range of specialist skills in all matters relating to agriculture, horticulture, land and estate management. We manage all development aspects, from site appraisal to sale and customise agreements to safeguard and fulfil each client's interests. With over 10,000 of land under contract, capable of delivering 7,500+ new homes, our sites vary from individual dwellings to large urban extensions exceeding 2,000 new dwellings.



**Daniel Jackson**  
Custodian / Co-owner

## Planning and Architecture

Our award-winning planning and architecture team offers a full planning solution, including in-house architectural capabilities, all under one roof. Their specialisms include barn conversions, new agricultural buildings, removal of occupancy conditions and other diversification projects. From initial informal planning advice, through to the preparation, submission and monitoring of planning applications and appeals, they can help.



**Tasha Blackmore Da Silva**  
Associate director and head of  
planning and architecture

## Estate and Block Management

Our block management team manages all types of residential property where there are communal areas managed through a service charge. This can include anything from purpose-built blocks, converted houses and flats above commercial premises to houses with communal grounds or complex multi-occupancy estates of flats, houses and/or commercial premises. We support resident management companies, right to manage companies, property developers and freehold investors across the Midlands.



**Chris Edsall**  
Director

## Commercial

We're a seasoned team of chartered surveyors offering top-tier advice for both small shop owners and large-scale investors. With expertise spanning retail, industrial, office, development land and horticultural sectors, we serve the West Midlands, Vale of Evesham, Cotswolds, and Oxfordshire. Acting as managing agents for various clients, from large estates to individual portfolios, we guarantee superior professional guidance and expertise.



**Mark Treadwell**  
Director

## The Potting Sheds



**SHELDON  
BOSLEY  
KNIGHT** LAND AND  
PROPERTY  
PROFESSIONALS



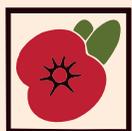
## The Potting Sheds, Stratford-upon-Avon

This exclusive development of seven homes is situated in the beautiful setting of the Welcombe Hills, close to Stratford-upon-Avon town centre.

Built on generous plots to a luxury specification, the development appeals to buyers planning for the future.

Our team has provided full marketing support, achieving four off-plan sales and two exchanges prior to the show home launch. The project remains on track to exceed expectations, with a projected GDV of £8.27 million.

## HERO'S GARDENS



**Loveitts**  
PART OF SHELDON BOSLEY KNIGHT



## Heroes Gardens, Bulkington

An exclusive collection of nine, high-quality homes at Stafford Close, including a mix of stylish three- and four-bedroom, semi-detached and detached properties. With prices from £255,000 and a total GDV of £2.68 million, the launch generated exceptional interest – four homes were reserved on the open day alone. All plots were sold and legally completed within 12 months, showcasing the strength of the development and the success of our tailored sales strategy.



# Arden View

Meriden

Loveitts  
PART OF SHELDON BOSLEY KNIGHT



## Arden View, Meriden

An exclusive collection of three luxurious four-bedroom detached homes set in the sought-after village of Meriden, offering beautiful countryside views. Prices started from £735,000, achieving a total GDV of £2.16 million. Two homes were reserved off-plan, with the show home selling on launch day – delivering outstanding sales performance and premium results across the development.



# RODBOROUGH HOUSE

SHELDON BOSLEY KNIGHT  
LAND AND PROPERTY PROFESSIONALS

## Rodborough House, Coventry

Rodborough House is a collection of 24 contemporary one- and two-bedroom luxury apartments, appealing to a wide range of buyers and conveniently located near Coventry railway station.

Drawing on our local expertise and branch network, we provided comprehensive on-site management – including show home oversight, hoardings, staffing throughout the week and weekends, bespoke leaflet drops and on-going, in-house marketing support – helping to achieve in excess of £8.3 million GDV and achieving over £400 per square foot.

# OUR OFFICES

*Across the Midlands*



- Sheldon Bosley Knight
- Andrew Granger & Co
- Loveitts

## COVENTRY

29 Warwick Row  
Coventry  
West Midlands  
CV1 1DY

☎ 02476 258421

## EVESHAM

1 Bridge Street  
Evesham  
Worcestershire  
WR11 4SQ

☎ 01386 444900

## KINETON

3 Southam Street  
Kineton  
Warwickshire  
CV35 0LN

☎ 01926 642200

## LEAMINGTON SPA

28-29 Denby Buildings  
Regent Grove  
Leamington Spa  
Warwickshire  
CV32 4NY

☎ 01926 430555

## OADBY

41C The Parade  
Oadby, Leicestershire  
Leicestershire  
LE2 5BB

☎ 01162 429922

## LOUGHBOROUGH

7-8 Bedford Square  
Loughborough  
Leicestershire  
LE11 2TP

☎ 01509 235534

## MARKET HARBOROUGH

52 High Street  
Market Harborough  
Leicestershire  
LE16 7AF

☎ 01858 431315

## NUNEATON

39 Newdegate Street  
Nuneaton  
Warwickshire  
CV11 4ER

☎ 02476 374949

## PERSHORE

2 High Street  
Persore  
Worcestershire  
WR10 1BG

☎ 01386 277277

## SHIPSTON-ON-STOUR

The Corner House  
Market Place  
Shipston-on-Stour  
Warwickshire  
CV36 4AG

☎ 01608 661666

## SOLIHULL

The Coach House  
618 Warwick Road  
Solihull  
West Midlands  
B91 1AA

☎ 0121 3487417

## STRATFORD-UPON-AVON

35-36 Rother Street  
Stratford-upon-Avon  
Warwickshire  
CV37 6LP

☎ 01789 387887

**SHELDON  
BOSLEY  
KNIGHT**

LAND AND  
PROPERTY  
PROFESSIONALS

Incorporating

**ANDREW  
GRANGER & CO**

**Loveitts**  
PART OF | SHELDON BOSLEY KNIGHT

For more information please  
contact the land and new homes team on  
**01789 333 466** or  
[newhomes@sheldonbosleyknight.co.uk](mailto:newhomes@sheldonbosleyknight.co.uk)

