

Embracing innovation has guided this enterprise evolution

How an enterprise managing property developments across Europe makes sure the numbers add up – wherever they are.



The Hero



BNP Paribas Real Estate pride themselves on providing impressive real estate services for an ever-changing world.

They're a main player here in the UK, and are experts in European markets and regulations too.

- ▲ Leading the UK property market for over 150 years
- ▲ Advising on over €29 billion assets across Europe
- ▲ Using LandInsight since 2017

So what's changed?

Innovation is at the heart of BNP Paribas Real Estate's ambition. They knew that being proactive in their site sourcing would improve the services they offer clients.

Providing tailored services for the changing needs of their various clients, time was never on their side.

Opting for strategy over struggle, this market-leader turned to LandInsight to simplify their site sourcing.

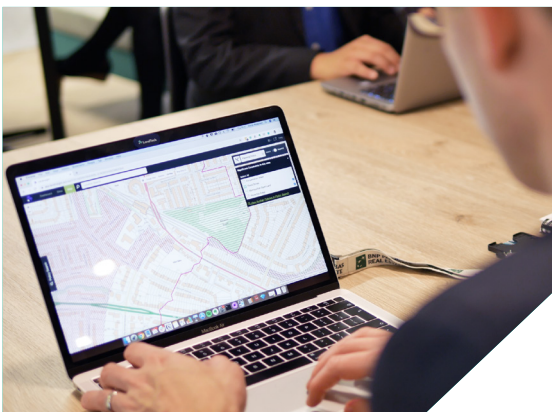
How LandInsight's helped

James, the Director of Development Planning, and Jess, a member of the development team, use LandInsight every day to find off-market opportunities and rule out bad investments.

Planning search

Setting planning filters over LandInsight's constantly updated information means James and Jess can quickly identify sites with approved or rejected applications.

By assessing planning history, they can create air-tight planning applications for their clients, much faster than their competition.



Success Snapshots

- Identify opportunities based on status with **Planning Search**
- Make sure the cost is worth the investment with the **Comparables** feature
- Maximise opportunities in surrounding land using the **Ownership Search**



450,154 sites saved for individual assessment



87,533 comparables point searches to make sure the sums add up



90% time saved sourcing and assessing sites

Comparables Data

When they have found the right site, James and Jess need to know it's at the right price.

By quickly seeing the sold and estimated value of off-market sites compared to others in the same area, they can continue to provide value-boosting advice for their clients based on real evidence.



Ownership search

On a large infrastructure project around the M25, BNP Paribas Real Estate were left with an isolated site to develop that had no access routes.

Thanks to LandInsight's ownership search function, the team found out who owned the surrounding land and bought that too. They created easy access and unlocked the value of their initial site.

LandInsight is the whole package of information – in one.

Jessica Plant, Development Team

The Impact

With the help of LandInsight, BNP Paribas Real Estate have future-proofed their client services.

BNP Paribas Real Estate have streamlined their processes to get their clients accurate information, faster than ever. By filtering the best development opportunities to the top of the pile, LandInsight has saved the team a whopping 90% of their time.

