

# How this leading land team offers first-class service to their clients

JLL leverages LandInsight to give them a market-leading edge in client services.



## The Hero

JLL are a leading multi-disciplinary real estate consultancy offering a full range of property services across the world.

The Land team take a holistic approach to their projects using market-leading research to assess how best to optimise value for their clients.

- ▲ Completed over 70 deals (amounting to £2bn) in the past two years
- ▲ Operate across London and the South East
- ▲ Using LandInsight since 2019

## So what's changed?

JLL is always hunting for new systems to help them work smarter and stay ahead of the competition.

When they looked into new tech for their land department, LandInsight came out on top.

With LandInsight they were able to speed up everyday processes, freeing up time to focus on providing unparalleled advice to their clients.

## How LandInsight's helped

Both Sophie Wellesley-Wood, one of the team's associates, and Sophie Salisbury, the team's senior surveyor, use LandInsight almost every day as an invaluable way to:

- ▲ Undertake due diligence in exact geographical locations and help curate client reports;
- ▲ Source site specific intelligence to best advise clients;
- ▲ Work on business development and win new instructions for the company;
- ▲ Develop and grow the skills of the junior members of the team;
- ▲ With LandInsight they know they can attend client meetings with confidence.

## Success Snapshots



**32.5% YOY increase in comparable searches**



**40% YOY increase in planning app clicks**



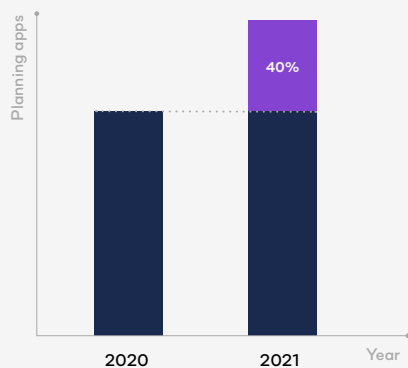
**85% of time saved sourcing and assessing sites**

## Planning

JLL find the planning layer of huge value. It tells them what has been approved and rejected in the area, linking them straight to the local authority planning portal. Plus it's user friendly.

This lets them collect data on planning trends, helping them anticipate future roadblocks and save plenty of time in the process.

### 40% Year on Year increase in planning app clicks



## Ownership layer

The ownership data comes in handy regularly.

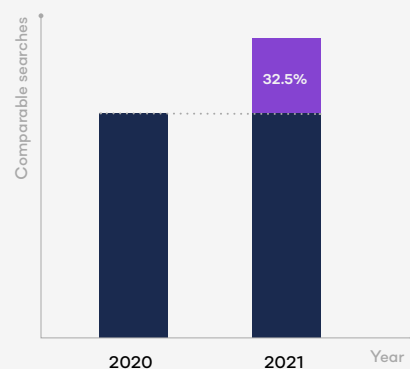
It takes them to the owner of any property in an area of interest instantly, helping them paint a fuller picture for their clients faster than before.

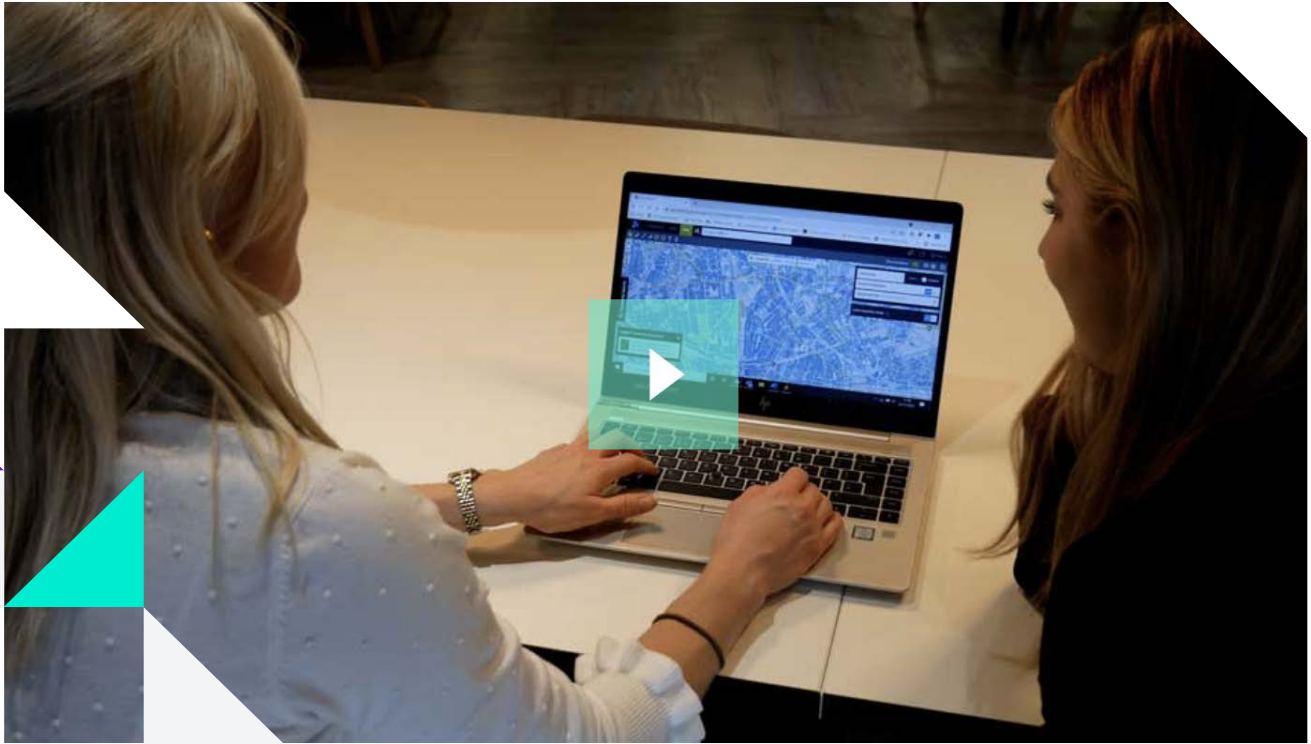
## Comparables

With LandInsight's comparables data, the JLL team can look at the residential sale price achieved in an area of interest, and switch between new-build and second-hand sale data to give them a more accurate sense of historic averages.

This ensures they offer air-tight reports to their clients, for a market-leading edge.

### 32.5% Year on Year increase in comparable searches





## The Impact

JLL incorporates data into their decision-making process to make them more efficient, and they believe that LandInsight is one of the best tools for the job.

Whether they need to create a report or prepare for a client meeting, what used to take an afternoon now takes minutes. This means they save hours on a daily basis.

Sites in London are increasingly difficult to find. But LandInsight equips the JLL Land Team with the data and functionality they need to future-proof their client services and give them an edge.

Plus, it doesn't stop at LandInsight. JLL is keen to see how other products in the LandTech ecosystem, such as LandFund, map onto their workflow.

**Want to join them?**