

How looking off market has translated into success for this property duo

A small team de-risks their residential developments to conquer Lincoln's residential market.



The Hero

Venture Property founders Ryan and Kim set out with a simple goal – to put their own mark on Lincoln's property industry.

They started with rent-to-rent deals, before finally breaking into property development themselves.

- ▲ Developing a portfolio of 10 properties (and counting)
- ▲ Packing a property punch with just two employees
- ▲ Using LandInsight since October 2017

So what's changed?

Tired of paying high fees to land agents, and bored of wasting time 'driving around' to spot opportunities, Venture Property needed a better way. A more strategic way.

So they got in touch with LandInsight.

How LandInsight's helped

Ryan and Kim use the platform daily to find and assess development opportunities, without having to leave their office.

Sites Pipeline

Land agents used to bring Ryan and Kim around 15 sites a year. With only two or three sites being suitable, they were expensive and ineffective.

With LandInsight they've found over 200 potential sites themselves, with 20-30 of those being actionable.

With all the information now living at their fingertips, they're sourcing 92% more sites in half the time.



sourcing
90%
more sites

Success Snapshots

- ▲ Search off-market sites to find 92% more actionable sites
- ▲ Compare nearby sites with the **£/sqft Comparables** feature
- ▲ Take the risk out of investments with **Planning Alerts**



231 sites saved for individual assessment



747 comparables point searches to make sure the sums add up



70% time saved sourcing and assessing sites

Comparables Data

Finding sites with potential is hard enough, without having to do time-consuming leg work on high margin opportunities.

Now? With LandInsight's £/sqft feature they can instantly compare nearby sites, to check everything adds up to high returns.

By simplifying number-crunching they've saved 70% of their time – tripling their efficiency.



Deep Search and Filter Functions

Planning Alerts mean Ryan and Kim receive local planning decisions in their inbox, every 24 hours.

Seeing what's happening around their investments and taking action in plenty of time – rather than being blindsided later along the process – has been a big factor in their success.

// *We wouldn't be where we are now without LandInsight. It's my go-to for everything.*

Ryan Carruthers,
Director

The Impact

Not only are Venture Property finding better, more beneficial opportunities faster, but they're also meeting their 25-30% profit on GDV goal on every opportunity. All thanks to LandInsight.



**25%-30% GDV
margin on
all sites**

And since using LandInsight to streamline their workflow, Ryan and Kim have saved over 70% of their time on manual, repetitive tasks.