

The Complete  
**MARKETING  
SOLUTION**  
From the Ground Up



For all enquiries call 01304 273 340 | [landandnewhomes@milesandbarr.co.uk](mailto:landandnewhomes@milesandbarr.co.uk)



## Land & New Homes

- ⌄ **About Us**
- ⌄ **Your Specialists**
- ⌄ **Off Plan Specialists**
- ⌄ **Marketing**
- ⌄ **Bespoke Lending**
- ⌄ **Marketing Solutions**
- ⌄ **Marketing Strategy**
- ⌄ **Reporting**
- ⌄ **Our Promise To You**
- ⌄ **What Our Clients Say**

# About Us



**Established  
1999**



**13 offices**



**Over 350 colleagues  
across all departments**



**Land & New Homes**



**Sales**



**Lettings**



**Exclusive**



**Commercial Sales  
& Lettings**



**Estate &  
Block Management**



**Development &  
Commercial Funding**



**Part Exchanges**



**Modern Auction Service**



**Digital Information  
Packs**



**AML, Conveyancing,  
Mover Protection & Wills**



**Mortgages**



**Show Home Dressing**



**Computer Generated  
Images**



**Virtual Reality Tours**

## Our Services



## Land & New Home Specialists



### Head Office - Herne Bay

Our specialist Land & New Homes department started in 1999. We work alongside our thirteen residential sales offices throughout East Kent and are experienced in managing projects from the field to the front door. We offer a bespoke marketing and service package which can be tailored to the client and various development styles with many sites staffed. Working closely with our in-house commercial department and financial advisors, our vast knowledge and experience across all sectors ensures a smoother transaction process.

### With offices in:

- Ashford
  - Birchington
  - Broadstairs
  - Canterbury
  - Cliftonville
  - Deal
  - Dover
  - Faversham
  - Folkestone
  - Herne Bay
  - Ramsgate
  - Westgate
  - Whitstable
  - Sittingbourne
- And coming soon...

Our knowledge - Your development



# Off Plan Specialists

We specialise in providing consultancy advice from the conception of a development, facilitating sales both off-plan and on a project's completion. The vast majority of our development sales agreed are from off-plan, facilitated by our robust database of new-home buyers which can target those searching for property in the East Kent area.

*"We have really enjoyed working with Miles & Barr Land & New Homes team. Their team has managed all aspects of the marketing for our development including signage, microsite, brochure advice, mailshots, and online listings. On the sales side, they managed all viewings and communication thereafter are swift and organised regarding viewings, feedback, offers, and ongoing chasing to achieve exchange and completion."*

Conaught Barracks  
Dover – Quayside Homes



Robust database to drive off-plan sales



The Planning Team work alongside landowners, institutional clients and the development industry to unlock the planning potential of land and buildings throughout the county.



We excel at providing commercial planning advice with a twist of local political knowledge. We have a growing planning team of experienced planners with practical project management skills to resolve the ever more challenging and complicated planning system.



Miles and Barr's Planning Team is one of the fastest growing planning consultancies in Kent. In a complex and ever-changing political landscape, the planning team unlock development opportunities for our wide range of clients, offering real planning solutions.

Unlock the planning potential of land and buildings



# Recently Sold

- 👑 34 The Broadway (1 Unit) - Herne Bay
- 👑 41 Central Parade (13 Units) - Herne Bay
- 👑 97 Kingsgate Avenue (3 Units) - Broadstairs
- 👑 Albert Road (7 Units) - Dover
- 👑 Ashdown (3 Units) - Faversham
- 👑 Barham Lodge (10 Units) - Canterbury
- 👑 Brambley Hedge (10 Units) - Canterbury
- 👑 Broadfield Cottages (2 Units) - Dover
- 👑 Charles Court (34 Units) - Margate
- 👑 Dutch Barns (3 Units) - Canterbury
- 👑 Eliots Close (10 Units) - Margate
- 👑 Farley Close (8 Units) - Margate
- 👑 Foreland Heights (11 Units) - Ramsgate
- 👑 Greyhound Gardens (17 Units) - Canterbury
- 👑 Grove Farm (3 Units) - Ashford
- 👑 Haine Road (4 Units) - Ramsgate
- 👑 Hundreds House (13 Units) - Westgate
- 👑 Maynard Meadows (12 Units) - Deal
- 👑 New Street Ash (1 Unit) - Canterbury
- 👑 Paper Mill (18 Units) - Dover
- 👑 Penfold Park (7 Units) - Dover
- 👑 Pioneer Place (4 Units) - Whitstable
- 👑 Richmond Park (3 Units) - Dover
- 👑 Roman Fields (43 Units) - Cliftonville
- 👑 Seascape (7 Units) - Ramsgate
- 👑 Sea Sky House (6 Units) - Westgate
- 👑 South Cliff Place (15 Units) - Broadstairs
- 👑 St James Place (5 Units) - Canterbury
- 👑 Surf, Redriffe (8 Units) - Broadstairs
- 👑 The Engine House (5 Units) - Dover
- 👑 The Old Engine Shed (5 Units) - Dover
- 👑 Surf, Redriffe (8 Units) - Broadstairs
- 👑 The Sail House (2 Units) - Whitstable
- 👑 Underdown Works (7 Units) - Margate
- 👑 Vincent Place (14 Units) - Ramsgate
- 👑 Waterwheel House (12 Units) - Dover
- 👑 Westcourt Lane (2 Units) - Dover

# Available

Available



An exquisite collection of three and four bedroom contemporary modern homes located in the village of Guston, Dover



Total Units: 64

Available



New development of a selection of 21 three bed cottages and 29 one and two bed apartments, Herne Bay.



Total Units: 50

Available



Seaside Apartments & Penthouse Ready for Occupation Now! 2 & 3 bedroom apartments, Broadstairs.



Total Units: 10

Available



A fantastic brand new development of 2, 3 & 4 bedroom homes located in the sought after Seaside Town of Deal.



Total Units: 7

Available



Waterside Drive is a brand new development consisting of only five luxury townhouses, Westgate.



Total Units: 5

Available



Exciting brand new development of 12 eco friendly new build homes to suit a modern lifestyle. Westgate On Sea.



Total Units: 12



# Available

Available

Courtstairs  
Manor

Seven bespoke manor house apartments and seven contemporary new houses set in private, gated parkland. Ramsgate.



Total Units: 14

Available

fa  
FLORENCE  
avenue

A stunning development of just four, four bedroom semi-detached townhouses laid out over three floors. Sittingbourne.



Total Units: 4

Available

TOWER  
HOUSE

WESTGATE-ON-SEA

An exciting development of twelve unique apartments and one detached cottage, Westgate.



Total Units: 12

Available

ST JAMES  
AVENUE  
SJA

An exclusive development of 1 detached and 2 semi-detached, three bedroom contemporary modern homes, Ramsgate.



Total Units: 3

Available

ASTON VILLAS

An exciting new development of just 8 two-bedroom apartments located just minutes from Viking Bay, Broadstairs.



Total Units: 8

Available

LANTHORNE PLACE  
BROADSTAIRS

A unique collection of apartment and houses, offering a variety of layouts and styles and is situated in the coastal town of Dover.



Total Units: 53

# Available

Available

  
**JONAH'S GATE**  
MINSTER

An exclusive brand new development of just four detached luxury homes. High quality finishes throughout. Ramsgate.



Total Units: 4

Available



Detached home which is one of only two bespoke newly built homes placed between Wilkes Road and Fair Street, Broadstairs.



Total Units: 2

Available

  
**THE OLD DAIRY BARN**

A luxury development of just four prestigious new homes in the desirable village of Great Mongeham in Deal.



Total Units: 4

Available



Development of just five, contemporary 1 and 2 bedroom apartments, fronting Margate's popular seafront location.



Total Units: 5

Available

  
**SAFEGATE HOUSE**

A stunning, brand new four bedroom detached home in the pretty village of Wingham, Canterbury.



Total Units: 1



Coming Soon...



Upcoming

Beerlings Farm - **Ramsgate** - 17 Units

Granville Close - **Dover** - 5 Units

Primrose Road - **Dover** - 5 Units

The Tides - **Herne Bay** - 14 Units

Tower House - **Westgate** - 12 Units



**miles & barr**

LAND AND NEW HOMES

# Marketing



Miles & Barr  
Website



Print Marketing



Photography



Development  
Microsite



Virtual Reality Tours



Quick Response or  
'QR' Code Marketing



Banners / Boards



Bespoke Brochures



Online Page Flipper



Drone Footage



Branch Promotion



Social Media Campaigns



Property Portals

A powerful suite of marketing tools



# Property Portals / Websites



**rightmove** 

Property Search Website



**Zoopla**

Property Search Website



 **OnTheMarket**

Property Search Website



**NEW!**

**Gavl**

Live Streaming - Property Tours



**NEW!**

 **Matterport**

Virtual, Interactive Property Tours

Exposure on industry-leading portals

# Virtual Reality Tours



**3D**  
**SUPERCHARGE ENQUIRY LEVELS**  
Buyers are 95% more likely to enquire about a home for sale that has a 3D Walkthrough\*

**3D**  
**SPEED UP SALES**  
Properties with a Walkthrough spend a 1/3 less time on the market\*

**3D**  
**REDUCE TIME WASTERS**  
Buyers undertaking physical viewings are 49% more qualified after they've seen a Walkthrough\*

**3D**  
**SELL FOR MORE**  
Agents have reported a higher sales price for homes marketed with a Walkthrough\*

**3D**  
**CAPTURE THE AUDIENCE**  
95% of House-Hunters look for their new home on the internet – There is no better way to grab their attention on-line than with a Walkthrough\*

**3D**  
**KEEP BUYERS ENGAGED**  
Walkthroughs increase the time buyers spend looking on websites by 15%\*

SCAN QR CODE  
TO TRY



USE THE CAMERA  
ON YOUR  
SMART PHONE



\*Stats provided by Matterport

## Virtually sold already!



# Brochures



Bespoke graphic design

# Branch Advertising

## Window Displays

Scan to view



CONNAUGHT BARRACKS

OFFICERS VIEW

Connaught Barracks is an exquisite collection of three and four bedroom contemporary modern homes located in the village of Guston, spread over three stories with great size gardens as well as balconies and terraces which have spectacular views.

A collection of three and four bedroom contemporary modern homes in Dover



- Gardens, Balconies & Roof Terraces
- Two Parking Bays Included
- ICW 10 Year Warranty
- Exquisite Views
- Ready for Occupation
- Sought After Village of Guston
- Reserve Today!

Scan to view all our available developments...



For all enquiries call 01304 273 340 | landandnewhomes@milesandbarr.co.uk

QR to website

## Entrance Displays

Wingfield Place  
DEAL

NOW SELLING FROM PLAN  
POP IN TO SEE US



2, 3 & 4 BEDROOM HOMES AVAILABLE

dandara

Relocation

Relo

CONNAUGHT BARRACKS

OFFICERS VIEW



QUAYSIDE

CONNAUGHT BARRACKS is an exquisite collection of three and four bedroom contemporary of Guston, spread over three stories with great size gardens and terraces which have spectacular views.

- CONNAUGHT BARRACKS - PHASE I
- IMPECCABLY STYLED NEW HOMES
- 3 & 4 BEDROOM HOUSES
- GARDENS, BALCONIES & TERRACES
- TWO PARKING BAYS INCLUDED
- ICW 10 YEAR WARRANTY
- EXQUISITE VIEWS
- READY FOR OCCUPATION
- SOUGHT AFTER LOCATION

Roller Banners

A powerful suite of marketing tools





# Site Boards & Hoarding



**LANTHEOR PLACE**  
BROADSTAIRS



## Show Home Now Open

Lantheor Place is a collection of 53 beautiful new homes in a range of styles and designs to suit all buyers. Situated in the historic, coastal town of Broadstairs, you are just minutes from a wide selection of beaches.



**MILLWOOD**  
designer homes limited



Tel: 01843 888 444 | Email: [broadstairs@milesandbarr.co.uk](mailto:broadstairs@milesandbarr.co.uk)

[www.mb-landandnewhomes.co.uk/lantheor-place-broadstairs](http://www.mb-landandnewhomes.co.uk/lantheor-place-broadstairs)

*Courtstairs Manor*

- A Luxury Bespoke Development
- High Quality Specification
- Coastal Flower Meadow & Woodland
- Unique Exclusivity & Security
- Parking & Charging Points
- 10 Year Warranty



For further details, contact:  
**01304 273 340**  
[landandnewhomes@milesandbarr.co.uk](mailto:landandnewhomes@milesandbarr.co.uk)

THE  
**RAILWAY BELL**  
RIVER

An exciting new exclusive development offering six new houses and six newly converted apartments.



**NEW HOMES**

- THREE BEDROOMS
- TWO BATHROOMS
- OPEN PLAN LIVING
- PATIO & TURFED PRIVATE GARDENS

**NEWLY CONVERTED APARTMENTS**

- ONE & TWO BEDROOMS
- VARIOUS LAYOUTS
- COMMUNAL GARDEN
- PRIVATE COURTYARDS TO GROUND FLOOR HOMES

**ALL HOMES**

- KITCHEN APPLIANCES INCLUDED
- A CHOICE OF FINISHES (T&C'S APPLY)
- ALLOCATED PARKING
- TEN YEAR WARRANTY

ARGOSY DEVELOPMENTS | KARLLEE CONSTRUCTION

For further details, call: **01304 202 111**  
or email: [dover@milesandbarr.co.uk](mailto:dover@milesandbarr.co.uk)

**miles & barr**  
LAND AND NEW HOMES

Florence Avenue is a brand new development offering just 4 x exclusive four bed townhouses.



- OPEN PLAN LIVING
- INTEGRATED KITCHEN APPLIANCES
- BIFOLD DOORS TO GARDEN
- SEPARATE LAUNDRY AREA
- OFF STREET PARKING
- TEN YEAR WARRANTY

Reserve NOW!

**fa**  
**FLORENCE**  
avenue

COMPLETION DUE Q1 2023



For further information please contact:  
**01304 273 340**

[landandnewhomes@milesandbarr.co.uk](mailto:landandnewhomes@milesandbarr.co.uk)  
A full brochure is available upon request, call for more information.  
\*Please note, this image used are computer generated images and are subject to change.



**ASHDOWN**  
WATER LANE - FAVERSHAM

**PLOT 1** 4 Bed - Detached House  
**PLOT 2 & 3** 3 Bed - Semi Detached House

An attractive new development in the pretty village of Ospringe in Faversham of three exclusive homes with very generous sized gardens.



10 YEAR WARRANTY • OFF STREET PARKING • LARGE GARDEN • VILLAGE LOCATION



For further details, contact: **01304 273 340**  
[landandnewhomes@milesandbarr.co.uk](mailto:landandnewhomes@milesandbarr.co.uk)



THE  
**OLD DAIRY**  
BARN

Exclusive New Four Bed Homes

The Old Dairy Barn is a luxury development of just four prestigious new homes situated in the desirable village of Great Mongeham in Deal.

AVAILABLE TO RESERVE OFF PLAN NOW!



PLOTS 1, 2 & 3  
4 BED TERRACE  
PLOT 4  
4 BED DETACHED



For further details, contact: **01304 273 340**  
[landandnewhomes@milesandbarr.co.uk](mailto:landandnewhomes@milesandbarr.co.uk)



**CONNAUGHT BARRACKS**

OFFICERS VIEW



- CONNAUGHT BARRACKS - PHASE I
- IMPECCABLY STYLED NEW HOMES
- 3 & 4 BEDROOM HOUSES
- GARDENS, BALCONIES & TERRACES
- TWO PARKING BAYS INCLUDED
- ICW 10 YEAR WARRANTY
- EXQUISITE VIEWS
- READY FOR OCCUPATION
- SOUGHT AFTER LOCATION



For further details, call: **01304 202 111**  
or email: [dover@milesandbarr.co.uk](mailto:dover@milesandbarr.co.uk)

RESERVE TODAY



**CONNAUGHT BARRACKS**



- Connaught Barracks - Phase I
- Impeccably styled new homes
- 3 & 4 bedroom houses
- Gardens, balconies & terraces
- Two parking bays included
- ICW 10 year warranty
- Exquisite views
- Ready for occupation
- Sought after location
- RESERVE TODAY!



For further details, call: **01304 202 111**  
or email: [dover@milesandbarr.co.uk](mailto:dover@milesandbarr.co.uk)

ST JAMES AVENUE  
**SJA**

ST JAMES AVENUE IS AN EXCLUSIVE BRAND NEW DEVELOPMENT OF CONTEMPORARY MODERN HOMES



PLOTS 1 & 2 3 BED SEMI DETACHED HOUSES / 1026 SQ.FT PLOT 3 3 BED DETACHED HOUSE / 1176 SQ.FT

This exciting new development is being built by a reputable local developer to a high quality finish; each home includes two parking spaces and an ICW 10 year warranty. Floor coverings are included with the benefit of potential choices, as well as other finishes if an early reservation is secured.

\*Please note this image used are computer generated images and subject to change.

**miles & barr**  
LAND AND NEW HOMES  
For further details, call: **01843 570 500**  
or email: [ramsgate@milesandbarr.co.uk](mailto:ramsgate@milesandbarr.co.uk)



An exciting new development of just 7 one and two bedroom apartments



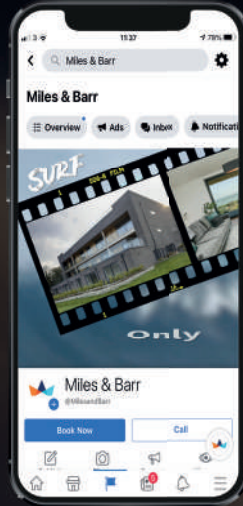
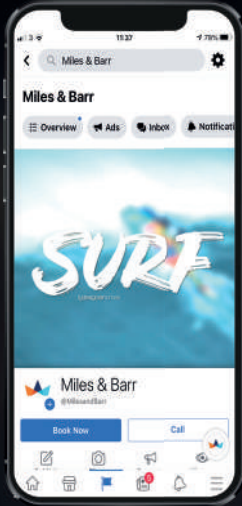
- 1 & 2 BEDS WITH VARIOUS LAYOUTS
- INTEGRATED KITCHEN APPLIANCES
- SUPER FAST FIBRE CONNECTION
- PRIVATE GARDEN OR JULIET BALCONY
- COMMUNAL GARDEN WITH BIKE SHEDS
- SHARE OF FREEHOLD
- 10 WEAR WARRANTY
- SHOW HOME AVAILABLE TO VIEW
- RESERVE NOW!

For further information or to arrange an on-site viewing, contact:  
**01304 273 340** | [landandnewhomes@milesandbarr.co.uk](mailto:landandnewhomes@milesandbarr.co.uk)

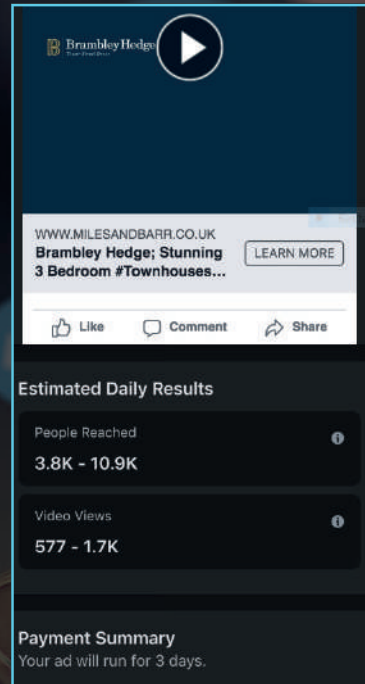
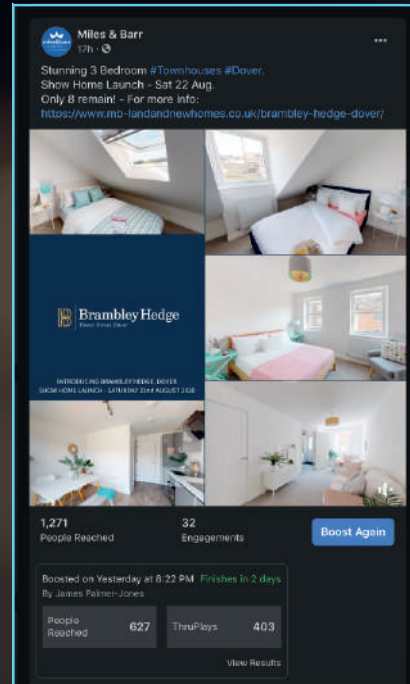


# Social Posts

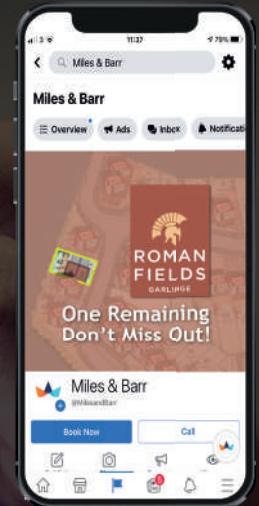
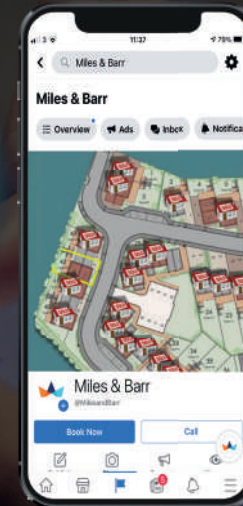
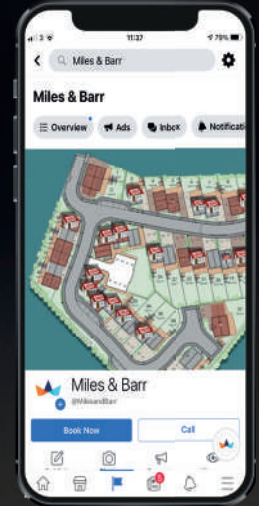
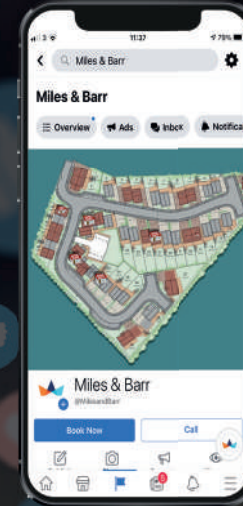
## Surf animation



## Brambley Hedge animation



## Roman Fields animation



Animated posts = Better engagement



# Microsites

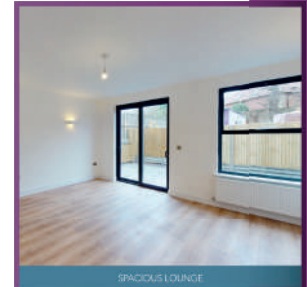
- 👑 Brochures
- 👑 Computer Generated Images
- 👑 Price Lists
- 👑 Specifications
- 👑 Important Information Sheet
- 👑 Site Plans
- 👑 Location Info
- 👑 Maps
- 👑 Galleries
- 👑 Virtual Tours



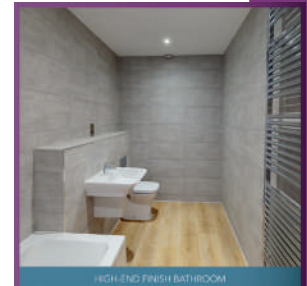
ONE FOUR BEDROOM LUXURY TOWN HOUSE REMAINING



CONTEMPORARY INTEGRATED KITCHEN



SPACIOUS LOUNGE



HIGH-END FINISH BATHROOM



COMMUNITY MICRO PUB

Development information accessible from anywhere!



[www.milesandbarr.co.uk/property-guides/broadstairs](http://www.milesandbarr.co.uk/property-guides/broadstairs)



Insightful knowledge about your potential new location.



Everything you need to know about the area.



Chat now



Area Details



What To Do?



Upcoming Events



Food / Drink



Amenities



Maps



Transport Links



Information

Your development and the community



Finamply Bespoke Lending management team are able to provide expert financial advice on property development bridging and commercial finance options.



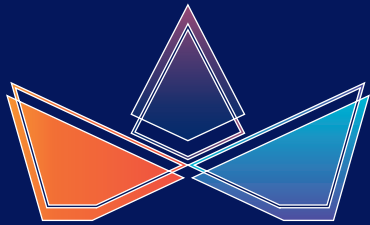
- BRIDGING FINANCE
- DEVELOPMENT FINANCE
- COMPLEX MORTGAGES
- COMMERCIAL
- LAND PURCHASES
- PORTFOLIO MORTGAGES

Finamply Bespoke Lending will be happy to help with any of your enquiries.  
You can contact them on 03330 341494 or [bespokelending@finamply.com](mailto:bespokelending@finamply.com)



## PHASE 1

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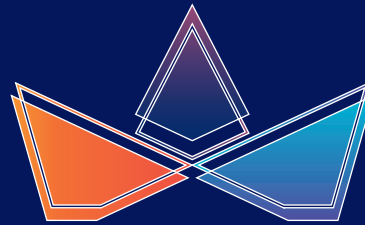
### COMING SOON

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Limited information is released with 'prices from' to build an enquiry log of interested buyers.

## PHASE 2

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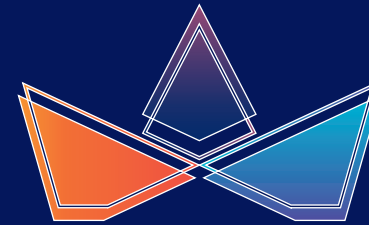
### SHOW HOME LAUNCH

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A handful of selected units are released, allowing us to test the market.

## PHASE 3

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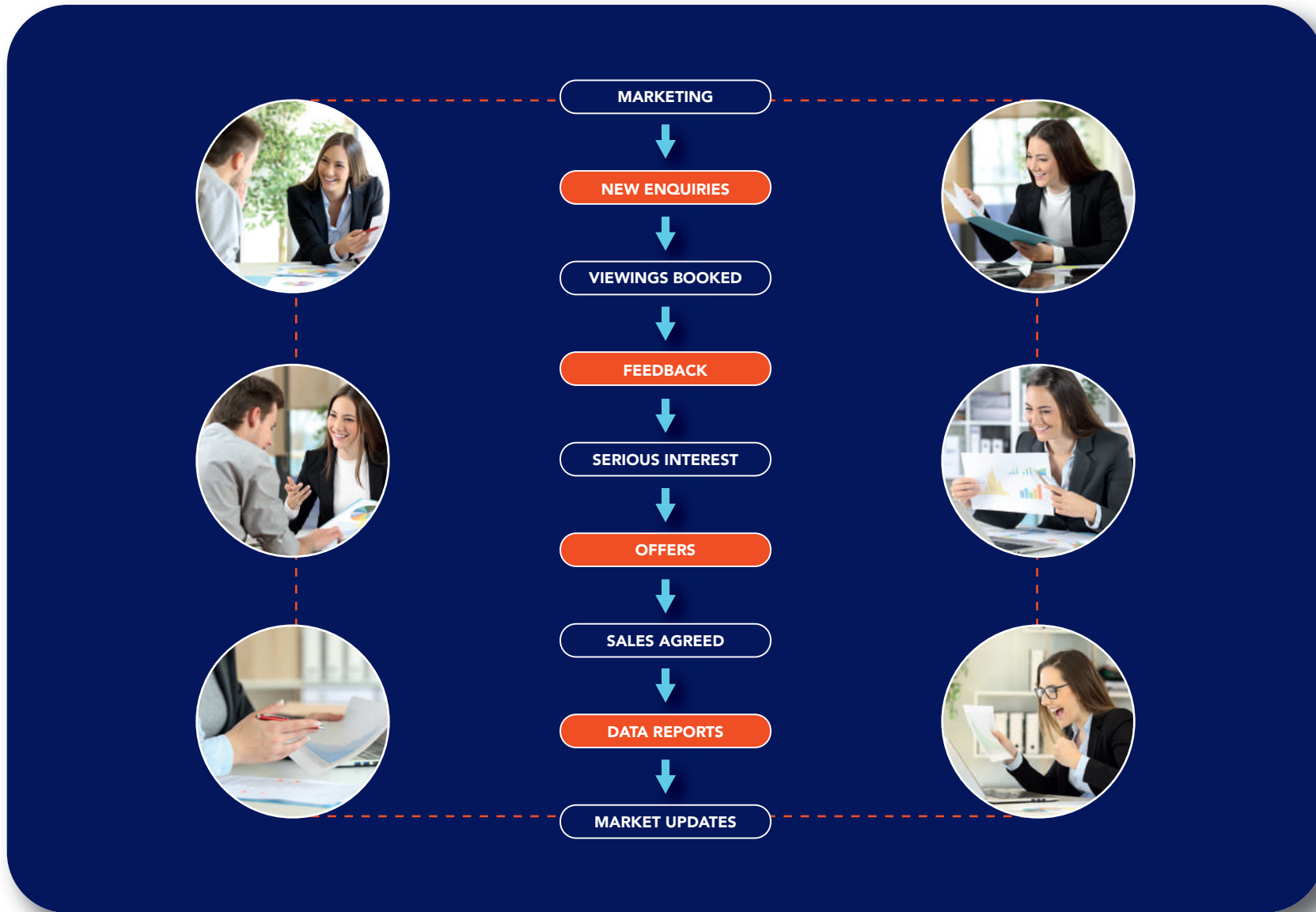
### FINAL PRICES

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All prices are released on all remaining units.



# Reporting



Your routine feedback & updates





# Our Promise To You



**1** Progress Site Visits



**2** Site Visit Feedback



**3** A Branch Representative



**4** Focused Call-outs



**5** Accompanied Viewings



**6** Constructive Feedback



**7** Reporting



**8** Regular Catch-ups



**9** Continuous Marketing Campaigns



**Our Team - Committed to Your Development**



## What Our Clients Say About Us...

*"We instructed the Miles & Barr Land & New Homes team to sell our new development of 13 apartments in Westgate-on-Sea. We found the whole team to be extremely professional throughout the entire process. They delivered an excellent marketing campaign whilst very proactive in their approach to driving new enquiries to our development. What's more, their reporting is very thorough and always on time."*

Hundreds House,  
**Westgate-on-Sea**



*"Overall, had a great experience selling our development - very responsive team, excellent communication and co-ordination of tasks."*

Chatham Place Residence,  
**Ramsgate** – Mile Property Group



*"All of the team go the extra mile and the level of detail and professionalism is exceptional."*

Foreland Heights,  
**Ramsgate** – Oyster Properties Ltd



*"I have been using Miles & Barr Folkestone Branch and Land & New Homes for the last two years. I have found them to be both extremely helpful and very professional throughout the sales process for a number of properties and will continue to use them for new projects in the future."*

Cornfield Close,  
**Folkestone** – MWL Property Ltd



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