


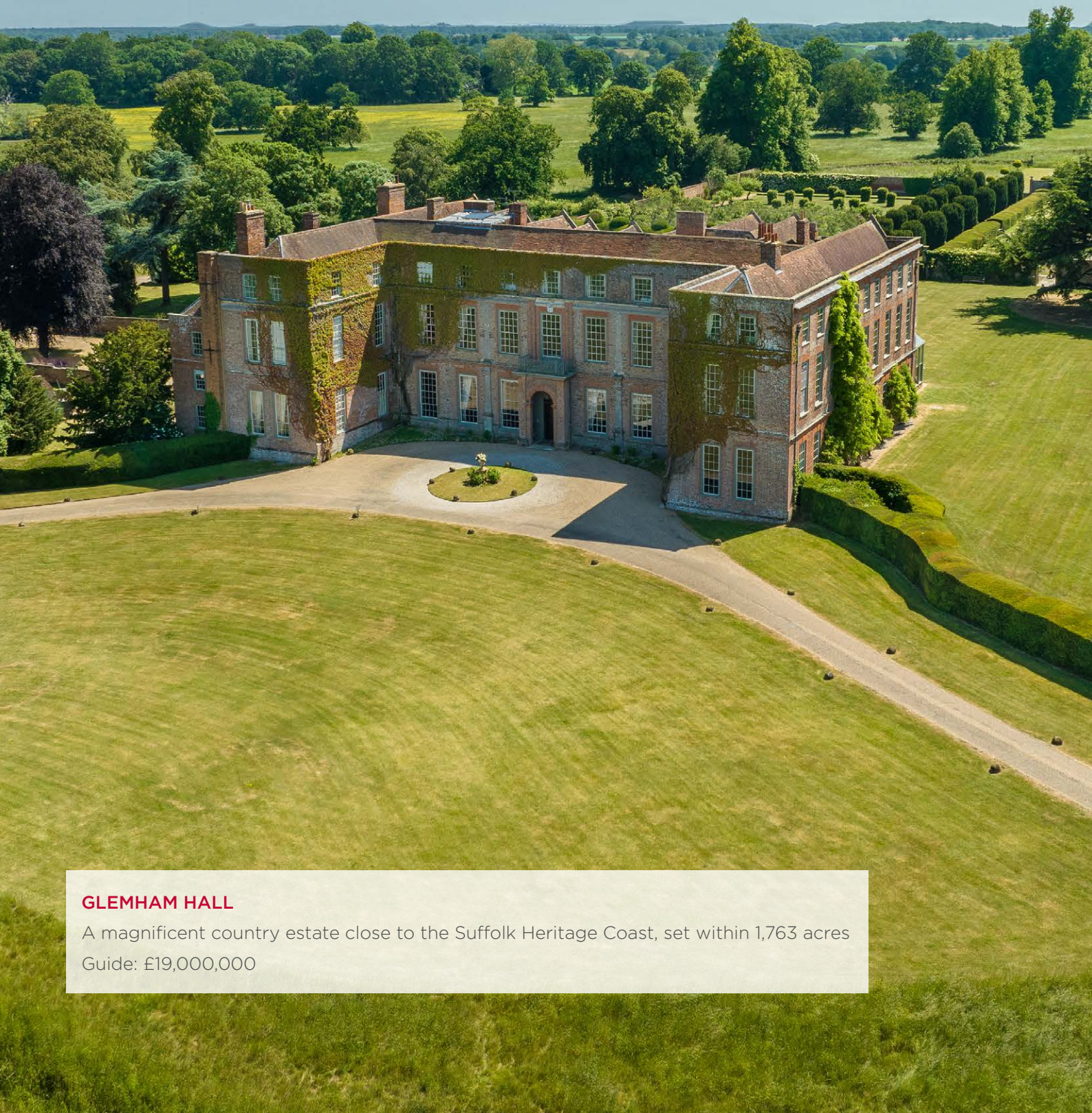


Estates & Farm Agency Department

**STRUTT
& PARKER**

BNP PARIBAS GROUP 

Introduction



GLEMHAM HALL

A magnificent country estate close to the Suffolk Heritage Coast, set within 1,763 acres
Guide: £19,000,000

Strutt & Parker has been at the forefront of the estates and farms market for over 140 years, handling all types of sales from substantial arable farms to commercial dairy farms and best in class trophy estates. We have a team of specialist agents located across England and Scotland as well as our national teams based in our London and Edinburgh offices. All our agents are experienced in this specialist market and offer a combination of detailed local knowledge, national perspective and extensive global connections through our network of 55 UK offices.

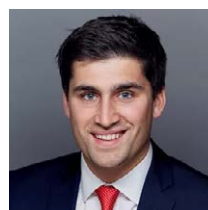
Our experience, reach and enthusiasm, coupled with our passion for the highest levels of service are the hallmarks of our success. Our clients choose us because of our proven track record and passion for excellence. We have therefore been privileged to sell the best British farms and estates in recent years to buyers from across the world, both publicly and privately.

We have seen rapid capital growth in this area in the last two decades and an ever widening variety of purchasers. Arable land has increased in value by some 300%, on average, but this masks considerable regional variations. Commercial arable land values vary from £7,000 to over £17,000 per acre - not just from region to region or county to county, but sometimes even parish to parish.

Our knowledge of the market, where buyers are moving from and to, and what their priorities are ensures our clients have the confidence to trust us with the sale of their most valuable asset, and reassurance that we will negotiate the best possible price and terms in the sale of their property.

We are fortunate to have a breadth of support from other departments including farm consultants, land agents, specialist valuers and planning and development experts, all of whom are highly experienced and well placed to advise on complex property matters.

If you are thinking of selling or if you are in the market to acquire rural property, we would be delighted to guide you through this intricate marketplace. We hope this brochure provides a benchmark for opportunities that can be sourced through Strutt & Parker.



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Maximising the value of your estate or farm

When it comes to selling your farm or estate, the sooner you seek advice the better chance you have of selling it more easily and for the best possible price.

BUYER MINDSET

If two farms or estates are up for sale at a similar price, the one which is better presented, has fewer areas requiring investment and which carries less risk is likely to be the one that buyers are more drawn to, and is more likely to proceed through the later stages of the sale. You may benefit from a wider range of offers to choose from, an increased sale price and a smoother journey to completion.

WHEN SHOULD YOU START PREPARING YOUR FARM OR ESTATE FOR SALE?

If you've had a long-term programme in place and everything has been kept up to date, all that may be required is some small adjustments for your farm or estate to be ready to go on the market.

However, most properties will benefit from some longer-term planning to maximise value and saleability. If you have the flexibility to do so, we'd suggest that you start working towards the sale one to two years out. This isn't a firm requirement, but the earlier you consider these options the better positioned you will be.

WHAT KIND OF IMPROVEMENTS SHOULD YOU CONSIDER?

1. DIVERSIFY REVENUE STREAMS

With the Basic Payment Scheme fading into the past, buyers are expressing more interest in farms with diverse revenue streams, or the potential to create them. Alternative revenues from for example, solar, commercial and/or residential lettings and direct customer sales not only add capital value but also creates a wider pool of interest from buyers.

2. PLANNING & DEVELOPMENT

Planning consents for alternative use can add significant value to a farm or estate if done correctly. If you have edge of settlement or strategic land you are likely to already have long terms plans in place to capitalise on this potential. Choosing the right moment to sell can be tricky, as the planning system can be lengthy and fraught with difficulties.

On a smaller scale, consider alternative uses for farm buildings that are not required for the farm business. Could any be converted for storage, light industrial uses, offices or residential? Are permitted development rights available for more farm storage? Is there justification for an agricultural worker's dwelling? Discuss with your agent what is required to solidify value and how this interacts with your business model.

Any undocumented change of use, outstanding Building Regulations sign off or development which doesn't meet its conditions should all be regularised through the proper channels and the use of a planning adviser. This reduces risk for a buyer and ultimately ensures you are paid properly for established alternative uses.

3. FORMALISE OCCUPATION AGREEMENTS

In a similar vein, making sure that any third-party occupations are formalised, such as grazing or cropping agreements and commercial or residential lettings, not only protects your position as a landowner but will streamline the process should you come to sell the property. Our Land Management Team can expertly advise you on all manner of landlord and tenant matters, should you need to review the current position.

4. COMPLIANCE

The regulatory burden on property owners and landlords is increasing year on year and compliance with those requirements is a fundamental focus for conveyancing solicitors. Depending on a buyer's attitude to risk, this can seriously affect the successful outcome of a sale and the final price achieved.

Pay close attention to residential letting compliance including safety certificates for gas and electrics, carbon monoxide alarms and following the precise requirements for the handling of tenancy documentation. Consider environmental compliance across the farm such as private potable water supplies, slurry & fuel storage and invasive species management plans. Non-compliance carries potentially serious & costly consequences for owners and many buyers won't have the appetite for the risk.

5. INVEST IN THE RIGHT INFRASTRUCTURE

A farm which is easy to work and which has been invested in over the years will appeal to farmer buyers who make up around half of all buyers on average and will justify a higher rental return for investor purchasers. Take advantage of grants for new concrete, farm tracks, stock fencing and water tanks through the Countryside Stewardship Scheme which our experienced team in the Farming Department can advise you on.

6. KEEP THE FARM TIDY

First impressions count, and never more so than when selling property. Arriving at a farm with overgrown hedges and a field full of weeds is not the best impression to buyers. So as far as is practically possible the farm needs to be tidy when you come to sell it. This can range from ensuring hedgerows are trimmed at the correct time of year, changing your agro-chemical practices to reduce the weed burden, to keeping on top of weed growth around farm buildings and ensuring farm waste does not accumulate.

HOW WE CAN HELP?

When you've been working on your farm or estate day in, day out for many years, it becomes difficult to see it through fresh eyes like a potential buyer will – and this is where outside advice can be really valuable.

Before making any major decisions or investments, consult an experienced agent at Strutt & Parker. Considering the impacts of today's decisions on tomorrow's values is the strategic way to maximise the potential from your farm or estate.



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National



WOLTERTON PARK, NORFOLK

 458 acres

Guide: £25,000,000

An important and historic North Norfolk estate including Wolterton Hall, a substantial and award-winning Palladian stately home sitting centrally in glorious parkland.



FINEDON & IRTHLINGBOROUGH ESTATE, NORTHAMPTONSHIRE

 2,526 acres

Guide: £19,000,000

A substantial and diverse rural estate with an assortment of live and future opportunities for capital and revenue growth, including residential properties and farmyards.

South West



TREDETHY FARM, CORNWALL

 235 acres

Guide: £3,895,000

A versatile arable & pasture farm with farmhouse, two cottages, a range of modern and traditional farm buildings with alternative use potential and 235 acres of excellent farmland.



CERRY ORCHARD FARM, DORSET

 108 acres

Guide: £4,750,000

A superb residential grassland farm. Unlisted country house, three-bedroom cottage, one bedroom flat, swimming pool, tennis court, stables, manège, farm buildings, railed paddocks, grassland and woodland.

South East



GROOMBRIDGE ESTATE, KENT

 198 acres

Guide: £25,000,000

An outstanding and historic Grade I listed. Fully moated manor set in an unspoilt rural setting.



LAND AT NORTH STREET, KENT

 306 acres

Guide: £3,400,000

A block of exceptionally high-quality agricultural land which has been farmed by a world leading grower of Non-Food Crops. Outstanding arable land and top fruit with Grade I soils.

East Anglia



BEELEIGH ABBEY, ESSEX

 366 acres

Guide: £5,450,000

A Thirteenth century Grade I listed Abbey with magnificent grounds and farmland close to the Essex coast.



MANOR FARM, WOODHURST, CAMBRIDGESHIRE

 399 acres

Guide: £4,875,000

A well-maintained arable farm with a spacious Georgian style farmhouse, and a range of farm buildings.



How to avoid unnecessary delays when selling a farm

HUTTON GRANGE & BIRKBY GATE FARMS

848 acres

A commercial pig and arable farm of substantial scale in a productive and highly attractive part of North Yorkshire

Guide: £12,750,000

A number of complex occupancies and taxation matters meant preparation was key for the sale of Hutton Grange in Yorkshire.

Selling your farm or a block of land can be a complex process and careful preparation is critical to avoid some of the pitfalls.

This not only involves thinking through how best to present and market your farm, but also asking the right questions about who to involve in the process and when.

Making sure you have the right team in place to advise you and guide you through the sales process is perhaps the single most important decision you can make when selling a farm.

Getting it right means you have the best possible chance of achieving a great result, with the least amount of stress possible and can shave months off the time it takes.

We always strongly advise clients there are three key professional advisors that need to be involved in any sale – an agent, an accountant and a lawyer – who together will form the ‘three-legged stool of success’.

All three parties should be instructed as early as possible in the process – certainly at least a month before the property is launched, but preferably well before that.



AGENT

Your agent is there to understand your objectives and then advise you on the best way to achieve them. We will use our expert knowledge to value the property, consider if there are any ways in which to boost its value, such as strategic lotting, and advise you on the most appropriate method of sale.

We will draw on our knowledge of the local market and our national network of agents and other connections as we market the property. Once we've negotiated a deal with a buyer, we liaise with all parties involved to resolve issues and queries as they arise during the sales process.



ACCOUNTANT

Getting the input of an accountant with experience of dealing with the buying and selling of farms and estates is also hugely important, as the way in which a farm is sold can impact greatly on the tax position.

For example, they will be able to identify what reliefs from Capital Gains Tax (CGT) may be available and the most tax efficient way to manage the proceeds of the sale.

If a specialist accountant is alerted to a sale early in the process, they can put in place the building blocks for a strategy to minimise the tax liability facing sellers.



LAWYER

A frustration when selling a farm can be the length of time between receiving an offer and completion. Getting your lawyer involved a couple of months before the launch means they can start preparing the answers to pre-contract enquiries on any restrictions, covenants, licences, overages, tenancy agreements and employment issues before the sales particulars are even written.

Always choose a specialist agricultural lawyer, preferably one who has been recommended to you, who understands the intricacies involved with the sale of a farm. We see instances where people decide to appoint a High Street residential conveyancer to handle their farm sale and it inevitably leads to problems because they are not familiar with many of the issues that will need to be addressed.

Where possible invite them to visit the farm ahead of the sale, as this gives them a far better understanding of the property and will help them to identify potential problem areas, such as boundary issues or any land which is not registered with the Land Registry.

Buyers will typically want land to be registered before they proceed and so if this is not flagged until late on in the process it can add considerable time to a sale – particularly as the Land Registry is currently taking about three months to process applications.

Vendors will also need to play their part in gathering together all the documentation that a buyer is likely to want to see during the sales process. This could include title plans, details of agri-environment scheme agreements, abstraction licences, rights of way maps, historic cropping records, listed building status, sporting rights and any tenancy agreements. Gathering this information well ahead of any sale, so it is ready for a buyer once they have made an offer, should make the process quicker, easier and less stressful.



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Cotswolds & Central



DEANERY FARM, OXFORDSHIRE


 327 acres

Guide: £5,150,000

Deanery Farm is a well-located arable farm with scope for alternative uses on the edge of a popular Oxfordshire town.



THE MICHAELCHURCH ESTATE, HEREFORDSHIRE

 1021 acres


Guide: £13,000,000

Versatile Grade 1 and 2 arable land, 122,000 square feet of buildings and two four-bedroom houses split between two farms.

East Midlands



CARLTON ASHES & GORSE FARM, LINCOLNSHIRE

 602 acres

Guide: £6,750,000

A commercial arable farm with opportunities to add value, mainly occupying an elevated position in beautiful rolling countryside with superb views towards Grantham and Lincoln.



THE THISTLETON ESTATE, RUTLAND

 1,068 acres

Guide: £9,500,000

Vacant arable land, strategic arable land let under the Agricultural Holdings Act 1986, farm buildings, significant minerals deposits, building plots and woodland.



Buying - we have every detail covered

Our Estates & Farm Agency Department handle the sale and purchase of residential and commercial farms, farmland and country and sporting estates throughout the UK.

Strutt & Parker has been at the forefront of acquiring landed assets for clients for over 140 years. Our network of agents around the country means that we are in touch with opportunities both on and off the open market. We regularly act on behalf of institutions, private investors and farmers in acquiring rural properties and since January 2023 we have advised on the acquisition of over 7,000 acres of land across England, Wales and Scotland. Our service can be tailored to suit our clients' needs from one-off involvement by introducing a buyer and a seller, compared to a long-term relationship as a retained agent to find and have involvement in all property acquisitions.

As part of this service, we can identify any potential pitfalls, negotiate the price and manage the input of lawyers and accountants to ensure a smooth and straightforward purchase process.



We have a market leading farmland database which was founded in 1996 that records all open market transactions of farmland over 100 acres across England, Wales and Scotland. This data includes relevant variables such as the soil quality, farm type, purchaser type, sold price of buildings, farmhouses, cottages and the price per acre. The presence of this data allows us to provide accurate comparable evidence of sold prices in order to best advise our purchasing clients on the fluctuation in the market on both a national and local level.

In advising on a purchase, we look at every detail of the property such as services, types of occupancy, access rights, third party rights, environmental schemes and planning. If required, we can utilise the expertise of our colleagues to advise on the future farming structure of the purchase, including feasibility reports and cash flow.

This level of details means that clients often ask us to manage the property once acquired, and we have a vast team of over 200 rural consultants who are well-versed in rural asset management in order to extract the best value from your new acquisition.



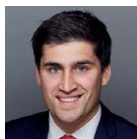
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Estates & Farm Agency Department

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COTSWOLDS & CENTRAL

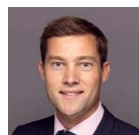


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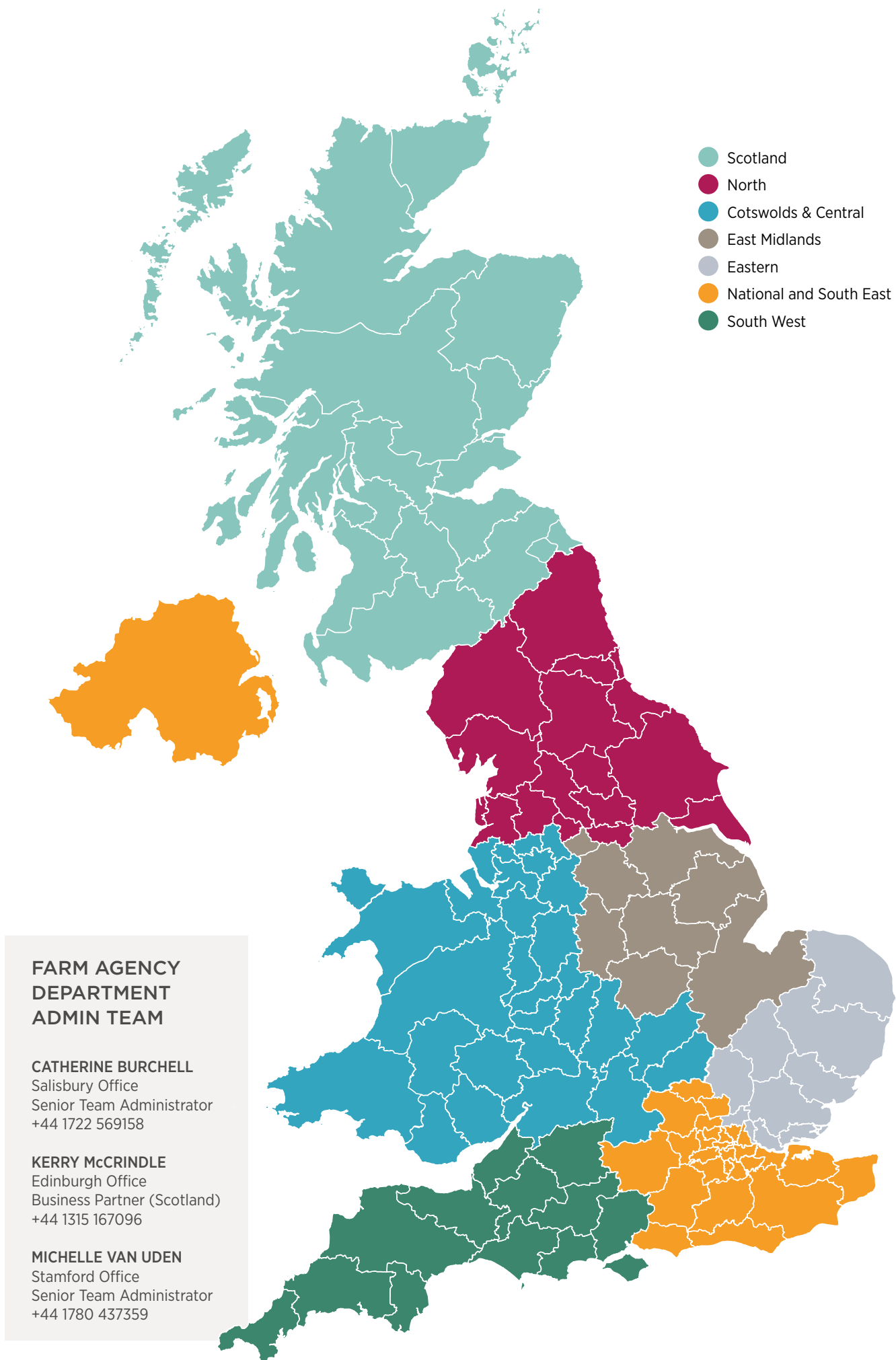
EAST MIDLANDS



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North



SAND VILLA FARM, LANCASHIRE


 **650 acres**

Guide: £5,850,000

Sand Villa Farm is positioned in a coastal location in northwest Lancashire, between the county cities of Preston & Lancaster and is a commercial mixed farm with a substantial range of buildings, Grade 2 arable land & salt marsh.



HIGHFIELDS FARM, NORTH YORKSHIRE

 **186 acres**

Guide: £2,950,000

A rare opportunity to purchase a most attractive family farm in a sought-after location with stunning views close to the Yorkshire coast and the North York Moors with an extensive range of modern and traditional buildings.

Scotland



TAYVALLICH ESTATE, ARGYLL

 3,380 acres

Offers over £10,465,000

A spectacular residential and agricultural estate occupying a picturesque peninsula with adjoining islands and incorporating a variety of nationally important ecosystems.



UPPER MILL FARM, ABERDEENSHIRE

 726 acres

Whole offers over £5,800,000

A first-class, well-presented arable farm in the heart of Aberdeenshire.



Unlocking the value of Natural Capital

Our farm agents, land managers and farming consultants have been advising our clients on buying, selling and managing natural assets for their whole careers. In recent years, however, there has been a rapid change in the approach to these assets and the developing opportunities to realise value from measuring and delivering positive climate-related and environmental outcomes.

In addition to publicly funded environmental management grant schemes, these opportunities include new, regulated markets in:

- **Woodland Carbon** – Forest planting schemes to sequester carbon.
- **Peatland Carbon** – Restoring / re-wetting degraded peatland to avoid carbon emissions.
- **Biodiversity Net Gain** – A statutory requirement in England for land developers to deliver habitat improvements.

There are also developing schemes that facilitate unregulated, voluntary markets in:

- **Farm Carbon** – Reducing emissions and increasing sequestration from farming operations.
- **Biodiversity units** – Helping businesses to mitigate and offset their environmental impact.

Landholdings with natural capital potential have increased significantly in value in recent years, with several high-profile, high-value transactions taking place, particularly in Scotland. Buyers have ranged from investors and corporate businesses to families interested in entering the UK carbon markets, offsetting emissions, as well as delivering biodiversity improvements and delivering social value to local communities.

HELPING BUYERS QUANTIFY NATURAL CAPITAL OPPORTUNITIES.

A number of key themes and considerations have emerged for properties with natural capital potential. We take a closer look at what this means for both buyers and sellers in today's market:

For buyers, information is key. Looking beyond the sales particulars and drilling down to the quantifiable natural capital data is vital to understand if a landholding's environmental potential aligns with their own ambitions.

Many of our clients have looked to our natural capital team for advice on the opportunities, risks and obligations, as well as the potential of the estate and how this all fits into their short- and long-term objectives.

Our natural capital appraisals on behalf of buyers are designed to provide clarity on (but is certainly not limited to) the following:

- The farm / estate overview – landscape, habitat and environmental designations
- Existing natural capital initiatives and any ongoing management obligations
- Opportunities for peatland, woodland and biodiversity, including grant funding and information on voluntary carbon markets
- Constraints, investment risks and overarching considerations

Our management teams are often retained by purchasers to realise the potential of the natural capital on the landholding after they take possession.

SHOWCASING NATURAL CAPITAL POTENTIAL FOR SELLERS

As we have already highlighted, a buyer who is serious about purchasing a landholding to realise the natural capital potential will often commission their own independent appraisals of the land to understand if it is the right fit for them.

It is, therefore, in the seller's interests to work with a selling agent, such as Strutt & Parker, to realise all of a property's potential, from natural capital to farming, residential, commercial, sporting and beyond, to offer a 360° service.

Nobody understands your landholding better than you or your land manager. The importance of utilising this knowledge to showcase your property to its full potential cannot be underestimated.

Buyers are demanding more information than ever before, so the savvy seller should have all the information a buyer could expect to want ready at hand – and a selling agent at the end of the phone to answer their questions as they arise.

A seller should be aware that potential purchasers will want to understand not only the natural capital potential still to be unlocked, but also details of existing initiatives and obligations.

This may include:

- Details of existing peatland restoration projects including mapping, submitted reports, grant claims and outstanding works.
- Woodland creation scheme reports and associated maps as well as a summary of ongoing maintenance obligations.
- The status of carbon credits under the relevant carbon codes, information on registration, validation, verification progress and details of any units sold.

The information requested may differ according to the type of buyer and their ambitions in relation to natural capital, whether they are institutional investors, charities, corporate bodies or individuals.

A seller should therefore ensure their landholding is being marketed strategically and tactically to illicit interest from a range of potential purchasers. In this fast-paced evolving market, selling agents cannot rest on their laurels of what 'was' and must pivot to obtain the best price for their clients.

Strutt & Parker's Natural Capital team works hand in hand with the Estates & Farm Agency Department to ensure a property is marketed to its fullest potential. To find out more contact:



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Land Management:
Traditional values & tailored
service across the UK

Advising private estates and other landowners on the full range of their property assets in an efficient and rewarding way.

Strutt & Parker's National Land Management Team manages more than 1.5 million acres of land across the length and breadth of the UK and an extensive rural business and property portfolio.

We provide strategic business advice and practical management services to clients including private estates, local authorities, charities, institutional investors and utility companies.

MAXIMISE THE POTENTIAL OF RURAL ASSETS

The priority of our team of experienced rural surveyors is to ensure that each client's land and property is managed to meet the objectives that matter most to them.

We have a proven track record in supporting landowners to make the most of their rural assets, to fulfil both business and personal objectives.

TRADITIONAL VALUES, MODERN OUTLOOK

The land management department has been at the heart of the Strutt & Parker business since we were formed in 1885.

The challenges facing landowners are very different to those of 140 years ago and estates need solutions that fit the modern world. However, we still believe in the traditional values of long-term relationships, honesty and integrity.

TAILORED SERVICE

Our input will be tailored according to an individual's requirements. It can range from strategic business advice and long-term tax planning, through to hands-on management of the whole estate, handling all the day-to-day decision making.

We act for private estates that have been in the family for generations, as well individuals and businesses who have more recently acquired land and rural business holdings.

NATIONAL PRESENCE, LOCAL KNOWLEDGE

Today the department is headed up by Kate Moisson and provides clients with a tailored service covering all aspects of land and estate management.

We have offices nationwide so we understand the crucial differences between England, Scotland and Wales in areas such as tenancies and property law.

Our clients also have access to the expertise of the wider Strutt & Parker team with specialists in areas such as planning, farm management, renewable energy and commercial development.

Examples of the type of work that the team are involved with include:

- Strategic estate planning
- Estate management
- Property management
- Diversification
- Public access
- Property law
- Planning
- Valuations
- Minerals and waste
- Regulatory compliance
- Land law and covenants
- Staff recruitment
- Tax issues
- Accountancy
- Landlord and tenant issues
- Forestry & woodland agency and consultancy



KATE MOISSON

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An aerial photograph of a large farm complex. In the foreground, a long, low barn with a corrugated metal roof and skylights runs diagonally. To its left is a smaller farmstead with a red-brick house, several silos, and smaller outbuildings. A paved area with a few vehicles is nearby. To the right of the main barn, there's a large circular pond and a storage area with many black plastic-covered items. A tall white wind turbine stands in a green field to the right. The background shows rolling green hills, a small village, and a distant coastline under a blue sky with scattered clouds.

Farming Guides & Advice

**Strutt & Parker's national team
of farming consultants advises
farmers, landowners and investors
on farm business matters across the
UK. We help farming businesses,
from the smallest to the largest,
meet their business objectives
and make the most of the assets
available to them.**

We build long term relationships with our clients and the wide range of services offered by the farming team include:

- **Farm Management** – Supporting the day-to-day activities on the farm, buying inputs, selling produce and working with the farm operations team on the ground.
- **Strategic business advice** – Advising farm owners, managers, trustees on long term plans, succession and business structures
- **Technical Management** – Agronomy or technical livestock management
- **Contract Farming and Joint ventures** – Establishing and managing relationships between landowners and farmers to deliver production efficiencies and achieve common goals.
- **Grant funding applications** – Helping our clients to navigate the public sector grant schemes and manage capital grants or long term environmental land management schemes.
- **Finance** – Working with our finance brokerage team to support applications for loans for business development and investment.
- **Compliance** – Supporting our clients in ensuring compliance with regulations including Health & Safety, pollution control and environmental protection.

Our Estates and Farm Agency team work closely with our farming experts on both buying and selling instructions.

Buying – When working on behalf of our buying clients, our farming expertise is critical to identifying appropriate investment opportunities, advising on projected farming returns, working capital requirements, specific infrastructure challenges and opportunities for investment and productivity enhancement. Our team can provide appropriate due diligence as required.

Selling – We are acutely aware that our selling instructions involve not only property assets but also the sale, transfer or cessation of farming businesses. This involves business assets, trading stock, employees, environmental schemes, farming agreements and commitments. All of these issues need to be addressed during the sale process and our farming experts can provide support to our selling clients to ensure all these issues are planned for and dealt with in an orderly fashion so as not to disrupt the sale process.

Strutt & Parker's Farming team can work hand in hand with Estates & Farm Agency Department to advise on technical farming transition matters or make assessments of anticipated returns and opportunities for investment. To find out more contact:



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Residential - we're here for the property connoisseur in all of us

Buying or renting, our aim is the same: to match people to their perfect property.

At Strutt & Parker, we're focused on getting the best possible result for our customers – whether you're buying, letting or building a portfolio. Discrete, professional and, above all, personal, we see each of our client's as individuals – flexing our services to suit specific requirements.

BUY A PROPERTY

We love matching people to their perfect property, and across the UK we have an eye-popping collection of flats, cottages, town houses, country estates, farms...the list is endless...to choose from.

SELL A PROPERTY

Our entire focus is on getting the best result for our clients and ensuring the process runs smoothly along the way.

LET A PROPERTY

We aim to maximise our landlords' investment return by letting to good quality corporate and private tenants, many of whom we have dealt with before.

RENT A PROPERTY

Like the properties they rent, our tenants' reasons for renting, and their requirements, are quite diverse.



WATERSIDE PROPERTIES

Our network of offices from Exeter to Inverness form the National Waterside Department.

LONDON NEW HOMES

Whether you are looking for a family home, pied-a-terre or an investment property, we have a team of new homes experts who will ensure your buying experience runs smoothly.

REGIONAL NEW HOMES

Our experienced, regional based team are experts in helping you find a new home, whether it's for your family or an investment property. We're here to help.

CORPORATE AND RELOCATION SERVICES

Strutt & Parker Corporate and Relocation Services department offer an entirely complimentary service to Relocation Agents, HR professionals and Embassies.

PRIVATE CLIENT DEPARTMENT

A bespoke, discreet, and highly tailored property advisory service across the UK's finest town, country, and investment properties.



GUY ROBINSON

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Head of Residential Agency

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The Country House Department



What our clients have to say:

“

From the very beginning the operation was a model of efficiency. Thank you again for a job really well done
I would recommend you without hesitation.

Lord S

“

We are elated, things couldn't have worked out better and we shall recommend Strutt & Parker to everyone.

Mr and Mrs B

Based in Cadogan Street, Chelsea, the Country House Department is in place to handle the marketing of country houses valued over £2 million across the UK. From Devon to the Highlands, our estate agents have the good fortune to work with a wonderful variety of country homes and people. No day, house or client is ever the same and we are committed to ensuring that we have the best team in the business to give every client a bespoke service that goes beyond their expectations.

Our reputation for maintaining a constant dialogue with our clients, for being trustworthy and professional, and for giving an honest opinion at all times is why our clients come back to Strutt & Parker

time and time again for all matters concerning country house sales. Whether you are looking for extensive national marketing for your country house or a more discreet sale, our country home property consultants can adapt their marketing efforts accordingly.



OLIVER CUSTANCE BAKER

**Senior Director
Head of Country House Department**

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Our dedicated, in-house PR team.

Many of the properties on our books are profiled in national media, thanks to our in-house PR team, who have valuable media contacts across a variety of titles; from Country Life to the Financial Times.

Our properties and our expertise, featured in over 2,000 press articles in 2024, with a potential reach of over 1 billion people worldwide. The power of PR is mighty, and can add an extra layer to the marketing strategy of a home; whether that's by publicising a rich history, an interesting conversion, or showcasing a home's impressive retro-fit.

Our PR team can work with you to determine potential press angles, talk you through the process of editorial and provide support and guidance when it comes to media. The aim is to showcase your property in a positive light, to the right audience, and extend our reach as far as possible.

Our team of content experts also works with owners and their properties in our own publications and articles; shining a light on life behind the bricks and mortar. From downsizers to renovators, the people who live there are what makes a house a home and we're here to tell that story.

We also showcase properties across our social media channels, with a particular emphasis on Instagram. On average, each property post reaches over 12,500 users and generates in excess of 650 engagements.

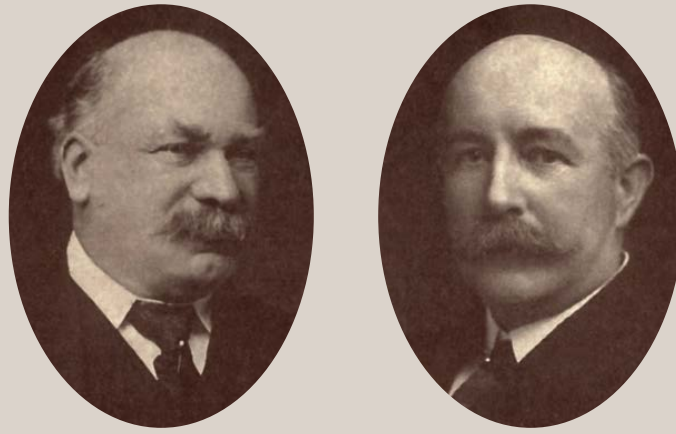


GEMMA SHAH

**Director
Head of Communications**

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They say two heads are better than one.
Edward Strutt & Charles Parker were firm believers.

It's how they built their business together,
140 years ago, and counting.

Founded on two fundamental principles:
honesty, and trust.

The cornerstones of any successful relationship. It's what allowed
theirs to not only survive, but to flourish.

And it's why today we treat every single one of our clients the same way
Edward and Charles treated each-other; partners, through and through.

It's why we'll always be honest with you,
and never keep you in the dark.

No cutting corners, and no doing things on the cheap.

What's best for us will only ever include
what's best for you.

Because the way we see it, we're not selling
or letting a house for you, we're selling or letting
your home, with you.



**STRUTT
& PARKER**

BNP PARIBAS GROUP

