



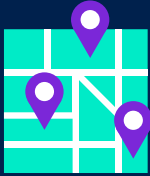
LandInsight

Case study



LivingSmart

Overview



398
sites found



113
ownership
searches



80%
time saved

Use cases

Streamlining Workflow

Living Smart are improving their efficiency by keeping all their saved opportunities in our Sites Pipeline.

Planning Assessment

When looking for opportunities with planning potential, Living Smart can quickly access accurate property planning information.

Filtering Opportunities

Deep search and filter functionality means Living Smart can discount red flags and highlight potential opportunities fast.

The hero

Living Smart blazed into the property industry in 2013, and show no signs of slowing down their development success.

The founders behind Living Smart are brothers Ben and Tom Thorns. They've brought their experience as a Financial Consultant and Digital Marketer to the Greater Manchester property world.

They started as property investors providing professional letting management services, so these two know what makes a great investment.

- ▶ Making waves in the build-to-let market
- ▶ Working team of two – a small squad with mighty impact
- ▶ Using LandInsight since November 2017

So what's changed?

Ben and Tom had big dreams of developing an incredible rental portfolio that included new-build and change-of-use conversion properties.

When they first started, they did what they had to do to get that portfolio together. They endured long nights and labour-intensive ways of working, simply to keep costs down. It worked, but it wasn't sustainable.

As they scaled their business, they needed to scale their processes.

Once they knew that, it was out with long nights and in with LandInsight.



How LandInsight's helped

Ben and Tom decided to stop doing everything manually. But they also wanted to stop paying sky-high land agent fees too.

And that's exactly why they got LandInsight.

Sites Pipeline

The Sites Pipeline keeps their potential opportunities saved according to their status. It's easy to find information on any site – like ownership and site plans – and track them through the stages of assessment.

By streamlining their processes, Living Smart have boosted their efficiency by 5 times.



Planning Layer

Planning history information is vital for Living Smart's conversion projects, as it helps them identify red flags just as quickly as it spots them hidden opportunities.

Manually checking for each restriction, cross-referencing

maps, and trawling through clunky council websites used to take a lot of time.

Now, they can access all the information they need early and de-risk their developments in one place – the Planning Layer.

The result? A 100% planning success rate since adopting LandInsight.

Deep Search and Filter Functions

Like most SMEs, using land agents became a huge drain on Ben and Tom's funds.

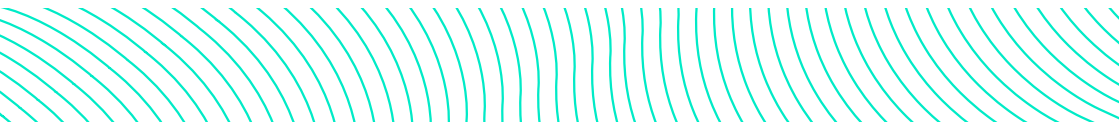
Using the deep search feature within LandInsight, they can source their own off-market deals while filtering for any requirements like size, use class, and planning status.

That means a list of suitable sites in just a few clicks.



LandInsight is the perfect solution for us. We wouldn't have got to this stage without it.

**Living Smart – Ben Thorns,
Co-Founder**



The impact

By bringing strategy and structure to their workflow, Living Smart can now make quick decisions on high-margin opportunities they might otherwise have missed. That provides a serious boost to their growing portfolio.

In fact, they've sourced a minimum 30% GDV margin on all their deals found through LandInsight.

And you can take that to the bank (they certainly did).




Let's get you started


Living Smart are proof that any team, of any size, can achieve great things with LandInsight.

If you're still struggling with complex spreadsheets (or even pen-and-paper systems) and want to grow, it's time to start using your valuable resources on things that **really** work.

If you want to cut out the land agents and start finding sites for yourself, we can help.



**Say hello to our team to get a
head start on your competition.**





LandTech

Say hello!
(We don't bite)

We could talk for hours about LandInsight,
but we're happy to keep it simple.

Find out how **LandTech** can help you
site-source by giving us a call.



020 3086 7855



www.land.tech