



# LandInsight

## Case study

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## **Venture Property**

# Overview



**231**  
sites found

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**747**  
comparables  
point searches

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**70%**  
time saved

# Use cases

## Site Sourcing

Venture Property are able to find the very best off-market development opportunities and generate higher returns.

## Comparables Reports

They can quickly assess the potential of prospective opportunities with accurate comparable property reports.

## Planning Alerts

In order to make quick decisions and beat their competition, Venture Property receive tailor-made planning alerts straight to their inbox.

# The hero

## **Venture Property set out with a simple goal – to put their own mark on Lincoln's property industry.**

Ryan, an ex-Betfair Trader, and Kim, an Investor, set the company up together. Sharing expertise in business and a common passion for property, they quickly became a force to be reckoned with.

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

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# So what's changed?

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Although Venture Property had a lot of success in rent-to-rent deals, they knew they needed to branch out into their own developments to really create a thriving business.

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

**So they decided to try LandInsight.**



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# How LandInsight's helped

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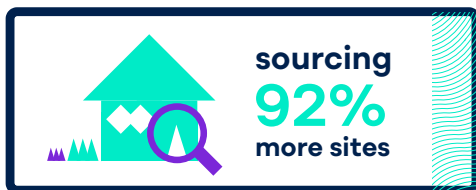
Ryan and Kim use the platform daily to find and assess development opportunities (all without having to leave their office).

## Sourcing off-market sites

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

With LandInsight Ryan and Kim found over 200 potential sites themselves, with 20-30 of those being actionable.

Now that all the information is living at their fingertips, they're sourcing 92% more sites in *half the time*.



## Comparables data

Finding sites with potential is hard enough, without

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having to do time-consuming leg work on high-margin opportunities.

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

By simplifying numbercrunching they've saved 70% of their time – tripling their efficiency.

## Planning Alerts

Like any SME, Ryan and Kim didn't want to take any unnecessary risks when it came to Venture Property.

Planning Alerts mean they 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.

**Venture Property – Ryan Carruthers,  
Director**

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# The impact

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LandInsight has helped Venture Property achieve their goals in multiple ways.

Not only are they finding better, and potentially more profitable opportunities faster, but they're also meeting their 25-30% profit on GDV goal on **every** opportunity.

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

Bringing Venture Property 'up-to-speed' has actually resulted in them being future-ready.



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

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# Let's get you started

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Property development is easier to get started with than ever before, but far harder to really succeed in.

The right tools can make all the difference.

Whether you're a two-man-band like Venture Property or an established nationwide player, you need the tech to source sites faster, assess their potential more accurately, and stay ahead of the competition.



**Ready to get started? Try LandInsight  
on our free trial.**





# 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](http://www.land.tech)**