PROPERTY LANDSCAPE



Utilising new tech for the farm sales market

Gareth Lay on virtual reality property tours



Gareth Lay

Selling farms and rural property has always been about hitting the target market at the right time and giving prospective purchasers accurate information. Sellers can now take advantage of a range of tools to aid the sale process, catching the eyes of potential buyers across a wide range of media platforms.

The use of drone photography is now commonplace to provide high quality images of all aspects of farms, estates, land and woodland. Agents are also starting to offer videos of farm flyovers, the costs of which would have been prohibitive not so long ago. Not only does this give buyers detailed overviews of the property, but it also helps reduce some of the obvious questions and narrow down enquiries and viewings to only the serious buyers.

Taking the use of drones one step further, Atchams is the first rural agent in the UK to make use of a 3D viewing platform from aerial drone photography. The opportunity was the first of its kind to the market and has allowed the entirety of the properties marketed for sale to be viewed using virtual reality glasses. For those without the 3D glasses, the properties are still available to be viewed on desktops, tablets or mobile devices. The images can show the Land Registry Title boundaries of the farm overlaid on the 3D aerial picture.

The use of the viewing platform during the lockdown period has proven to be hugely successful in limiting person to person contact as would normally be the case during a standard viewing. If there are difficult areas to walk, such as quarries or deep valleys, the 3D viewer in these circumstances can also be a useful tool to assist in a better understanding of the property.

The viewer is created using drone technology which uses thousands of still images to create a montage of the property. The data is then overlayed with the property boundaries clearly showing the extent of the property being sold. It is hugely important to ensure that the use of drones is carried out by authorised and licenced operators, particularly when flying close to air traffic.

Using this interactive technology, sales data can boost the chances of wider exposure in social media too. Digital platforms have a hunger for high quality, eye catching content, and sellers should not underestimate the level of consumption of data. This may not necessarily hit the phones and tablets of the intended buyer, but it can be shared by other viewers who redirect the 'feed' to their own relevant contacts.

By using this type of technology sellers can maximise their exposure and uptake, while being more targeted to specific buyers.

VIRTUAL TOUR

The virtual tour can be viewed atatchams.co.uk/property. The full 3D property viewer can be used when wearing virtual reality glasses, but also works from all other digital devices.

Gareth Lay is a director at Atchams Chartered Surveyors. Call 07399 184 807, or email gareth.lay@atchams.co.uk

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PROPERTIES FOR SALE



LINCOLNSHIRE, Sutton St James
Detached 3 bed bungalow with one integral garage and good sized gardens presented in excellent condition and situated in a rural location.
SUBJECT TO AN AGRICULTURAL OCCUPANCY CONDITION
GUIDE PRICE: £244,500 (Ref: C352)



SUFFOLK, Farnham
Detached good size 4 bed farmhouse set in a large rural plot. A modern property in need of cosmetic work to create a good sized family dwelling.
SUBJECT TO AN AGRICULTURAL OCCUPANCY CONDITION
GUIDE PRICE: £400,000 (Ref: C356)



HERTFORDSHIRE, Broxbourne
Individually designed 6 bed detached house with large garden and set in a rural yet accessible location.
SUBJECT TO AN AGRICULTURAL OCCUPANCY CONDITION
GUIDE PRICE: £1,100,000 (Ref: C357)



BUCKINGHAMSHIRE, Great Brickhill
Detached, modern, well presented, 4 bed farmhouse (chalet bungalow) with attached double garage and extensive gardens set in a rural location.
SUBJECT TO AN AGRICULTURAL OCCUPANCY CONDITION
GUIDE PRICE: £825,000 (Ref: C358)

South West: 01392 873 900
Midlands & Wales: 01902 625 024
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RICS
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Guide Price: £450,000 to £600,000



LOT 2
7.56 Acres of Land
Guide Price: £50,000 to £75,000



LOT 3
21.72 Acres of Land inc. 2 Derelict Buildings
Guide Price: £100,000 to £150,000



LOT 4
2.52 Acres of Land
Guide Price: £20,000 to £25,000



LOT 5
5.76 Acres of Land
Guide Price: £30,000 to £50,000



LOT 6
27.58 Acres of Land
Guide Price: £135,000 to £185,000



LOT 7
25.50 Acres of Land
Guide Price: £200,000 to £300,000



LOT 8
42.13 Acres of Land inc. a Farmhouse, Traditional& Modern Farm Buildings
Guide Price: £550,000 to £675,000



LOT 9
24.02 Acres of Land
Guide Price: £200,000 to £275,000

CLOSING DATE FOR FORMAL TENDERS FOR **LOT 1 TO LOT 7** TO BE RECEIVED AT OUR MENAI BRIDGE OFFICE IS **MONDAY 28TH SEPTEMBER 2020 (12 NOON)**

CLOSING DATE FOR FORMAL TENDERS FOR **LOT 8 AND LOT 9** TO BE RECEIVED AT OUR MENAI BRIDGE OFFICE IS **MONDAY 5TH OCTOBER 2020 (12 NOON)**

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LOT 1 Ling Hill Farm comprising former 3 bedroom farmhouse with adjoining 3 bay stone built barn detached double loose box and 66.69 acres meadow and pasture land. Guide price £475,000

LOT 2 Bull Copy. Roadside meadow, 8.34 acres. Guide price £25,000

Viewing: strictly by appointment with the Selling Agents.
Informal Tender offers in writing by Friday 17th April.
Selling Agents: Richard Turner & Son, Old Sawley Grange, Sawley, Clitheroe BB7 4LH
Tel: 01200 441351 Email: sawley@rturner.co.uk Ref: RT
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PROPERTIES FOR SALE



LINCOLNSHIRE, Kirton Holme
Detached two bedroom bungalow with two garages and large established mainly lawned garden situated in an accessible location in the village of Kirton Holme.
SUBJECT TO AN AGRICULTURAL OCCUPANCY CONDITION
GUIDE PRICE: £210,000 (Ref: C350)



LINCOLNSHIRE, Sutton St James
Detached three bedroom bungalow with one integral garage and good sized gardens presented in excellent condition and situated in a rural location.
SUBJECT TO AN AGRICULTURAL OCCUPANCY CONDITION
GUIDE PRICE: £244,500 (Ref: C352)



ESSEX, Wethersfield
Small former nursery comprising det. 3 bed house, 2 barns, garden, land with disused glasshouses, extending in total to approx. 0.70 ha (1.72 acres) (STS).
SUBJECT TO AN AGRICULTURAL OCCUPANCY CONDITION
OO: £525,000 (Ref: C346)



NOTTINGHAMSHIRE, Girton
Detached 2 bed bungalow set in 0.7 hectare (1.5 acres) with garage and general purpose farm building.
SUBJECT TO AN AGRICULTURAL OCCUPANCY CONDITION
GUIDE PRICE: £210,000 (C349)

South West: 01392 873 900
Midlands & Wales: 01902 625 024
East/South East: 01284 753 271
RICS
South East Mid: 01954 267 415
North West: 01524 793 900
North East: 0113 347 0430

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