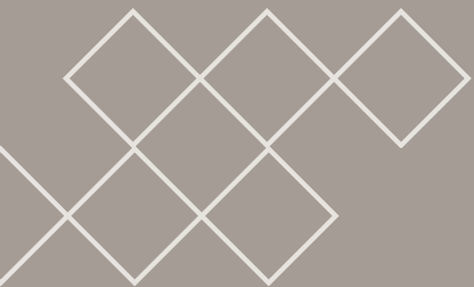




INFINITY
GROUP

Land

From Land Acquisition to Luxury Living:
Where Vision Meets Excellence



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Making your Land work harder

Our reputation and positive working relationships with local authorities means that landowners and their advisers often prefer us when selecting their development partner.

Our commitment to **excellence, innovation, and sustainability** ensures that we maximise the value of your land while making a positive impact on the community. We currently require more land opportunities.

We target quality areas that have excellent links into London usually within an hour and a half's drive of our head office in Hertford, Hertfordshire. We are open minded; opportunity-led and will entertain sites with or without planning permission. Sites ranging from 1 to 50 units would be suitable. We will retain agents and re-instruct where appropriate.





About Us

Established in the last decade, the Infinity Group is an investment company with a particular focus on Real Estate. We take pride in delivering exceptional developments that enrich communities and enhance lifestyles.



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At Infinity, we believe in creating **sustainable and vibrant spaces** that resonate with the unique character of each locality. Our team of experienced professionals meticulously plans, designs, and executes projects to ensure the highest standards of quality and innovation.

Privately owned, funded and with access to significant institutional investment, we have raised the bar in new home standards. We have maximised returns for landowners and created new neighbourhoods that enhance communities, ensuring your land provides a lasting legacy. Delivering quality projects through the planning and development process with a proven track and exemplary health and safety record.

"The Devil is in the Detail" – At Infinity, considerable weight is placed to ensure our homes speak for themselves. We pride ourselves on providing a finished product that surpasses expectations, ensuring that each unit has been carefully designed to maximise internal and external areas, providing a finished product that appeals to all purchasers.

Area of operation

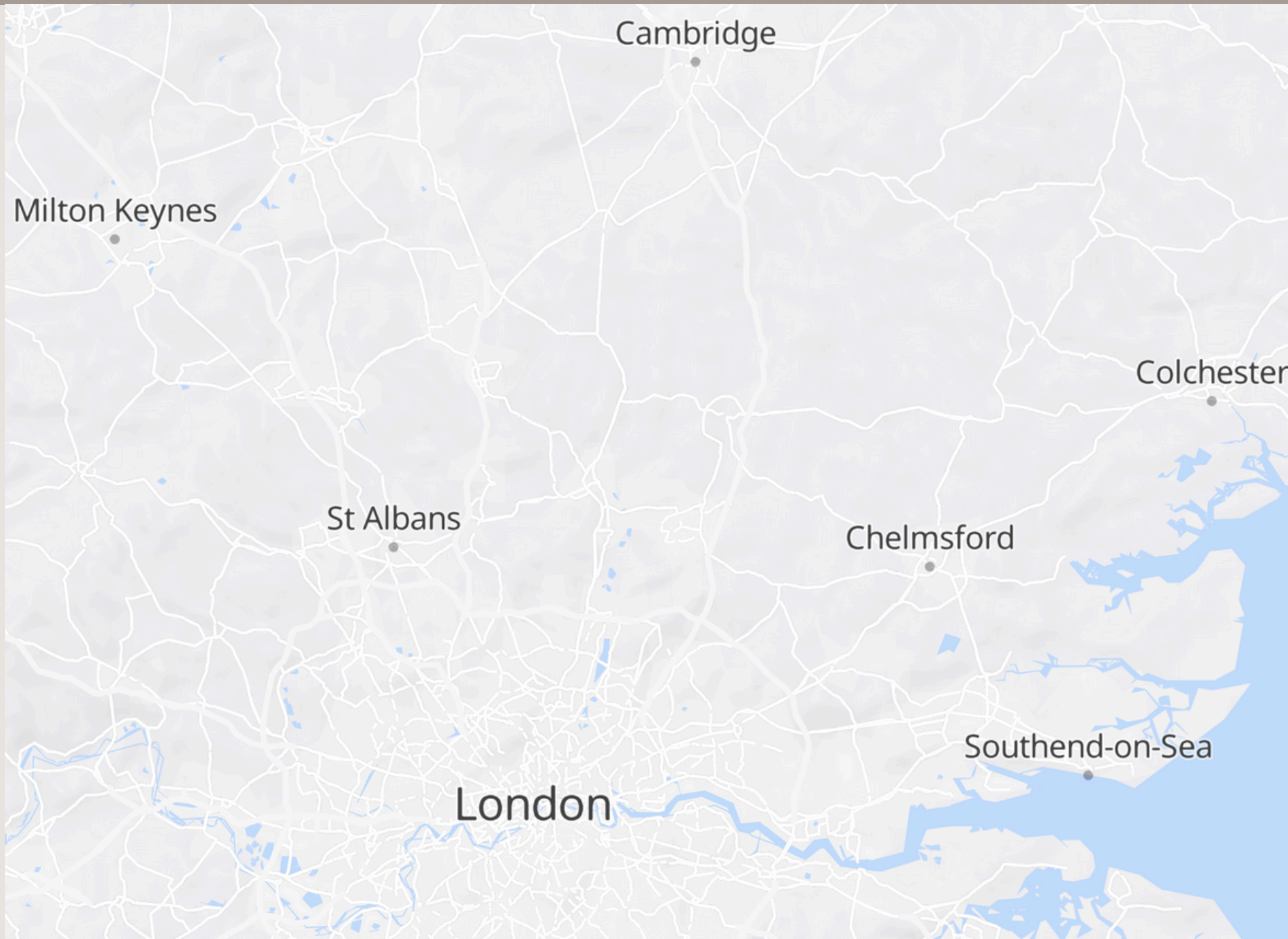
Buckinghamshire

Cambridgeshire

Essex & London

Hertfordshire

Surrey



Land Criteria



Private housing led developments including S106 affordable requirements 1 - 50 units



Village & town locations in affluent areas close to good amenities, shops & transport links



Minimum selling price £450 per sq. ft



Unconditional purchases of land with Outline or Detailed Consent



Option Agreements and Conditional contracts, Subject to Planning, including strategic land promotion



Joint Ventures with landowners, particularly those with legacy requirements and those seeking quality gateway solutions



1 hr 30 mins Max. from offices in Hertford, Hertfordshire



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A grazing paddock, active farmland, garden, light industrial, commercial and brownfield areas are to name but a few of the site characteristics where existing use values may be falling short of their full potential.

Your dormant or under-utilised land could be worth a lot more with the right vision, knowledge and approach. As a collaborative, reliable and self-financed developer we can deliver the capital, expertise and resources needed to maximise the value of your asset.

Subject to further due diligence and an initial review of the land, a residential development has the ability to generate the highest possible return against your asset and its existing use.

Does your land have potential?



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There are three ways in which we work with landowners to realise their property's full potential.

Conditional purchase/option agreements

We will pay you an agreed price, in return for which you hold your land for us to purchase at some point in the future, usually once planning permission has been secured. This legally-binding agreement provides commitment to the development on both sides, whilst leaving arrangements flexible.

Unconditional purchase

We will investigate your ambitions for your land, create a plan that suits all parties and offer a competitive price to purchase your site in its current form and status.

Joint Ventures

We always treat our partners as clients and seek to meet their needs. Our flexible approach makes us the perfect development partner and by working together, a Joint Venture will typically generate the greatest return on your asset.



Why Infinity?

- o Premium Developer of high-quality products and schemes.
- o Highly experienced management team with demonstrable added value approach, perfectly suited to gateway sites on strategic projects.
- o Active involvement of trusted owners and senior team.
- o Simple organisation with flat management structure ensures streamlined and rapid decision making.
- o Privately owned, funded and access to significant institutional investment.
- o Fully developed processes, systems, procedures and corporate governance consistent with quoted housebuilders.



The Process

SITE IDENTIFICATION

We search for and identify sites with very strong planning potential, constantly monitoring the housing supply whilst maintaining regular contact with Local Authorities and their Local Plans.

TEAM ASSEMBLY

The range of expertise needed will largely depend on your Site's particular characteristics. Infinity's in-house skills and experience will work together with specialist consultants to cover land management, planning, design, engineering and local community engagement.

ENGAGEMENT

We engage with local people to address any concerns at an early stage and garner acceptance of the changes to their surroundings. We hold meetings, workshops and exhibitions to help locals and neighbours understand our vision for a high quality development and benefits to their community.

SITE CHALLENGES

Our in-house technical team will look at the constraints of your land in considerable detail. Working with specialists to find a solution, we will need to survey your site to assess a range of factors, including access, drainage, transport, ecology and utilities.

PLANNING APPLICATION

Our experienced team and its successful planning track record allows Infinity to show how the site meets the Local Authority's criteria. We work closely with Planning Officials and Councils, keeping all parties informed at each stage as we work towards a successful outcome.

PLANNING CONSENT

With a planning application designed to impress on every level, consent should be granted without undue delay. What happens next depends on our agreement. Being an entirely self-financed developer, we can purchase the site and proceed with the development as planned, giving you a return in the shortest possible time frame.



Site Vision

Our vision for all developments is to provide a vibrant neighbourhood that will include:

- o Placemaking through responsive and distinctive architecture
- o Diverse mix of high-quality new homes
- o Reflecting local vernacular and materials
- o Streets with active frontages creating a safer neighbourhood
- o Sustainable and energy efficient homes
- o Achieving sustainable drainage principles
- o Maximising existing tree retention
- o Improved setting to any surrounding listed buildings



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Sustainability

Site Selection

- o Location of sites next to local hubs
- o Good amenities

During Construction

- o Energy efficient machinery on site
- o Controlled waste management systems
- o Utilising local workforce

Post Construction

- o Education of purchasers in terms of key green issues
- o Local Travel Information Packs including Local Bus Passes

Design

- o Efficient use of the site as well as the topography and utilising existing boundaries
- o Best site orientation to capture the sun
- o Encourage use of footpaths and provide linkages to community hubs
- o Mitigation of ecology through Biodiversity Net Gain and use of ecological elements
- o Locally sourced materials
- o Specification considerations such as renewable energy sources, low energy appliances and low water use taps
- o Fabric first approach in terms of build specification



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