

Considering the end of the process **before** you start (?)

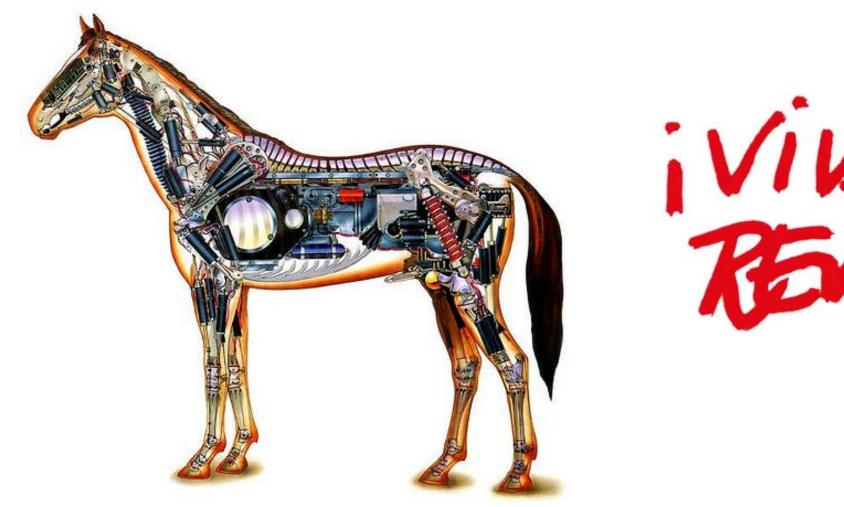
+ Selling the product

#### Dominic Grace, Savills – Residential Development Consultancy

4 July 2019

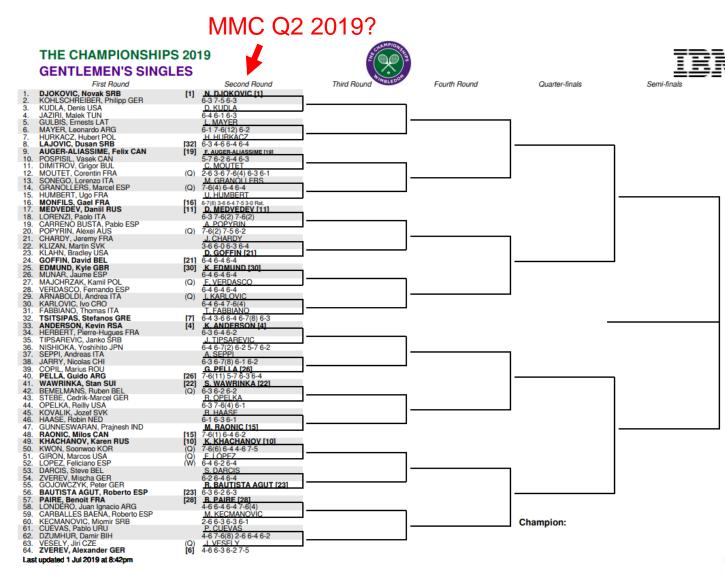
#### **Evolution or Revolution?**







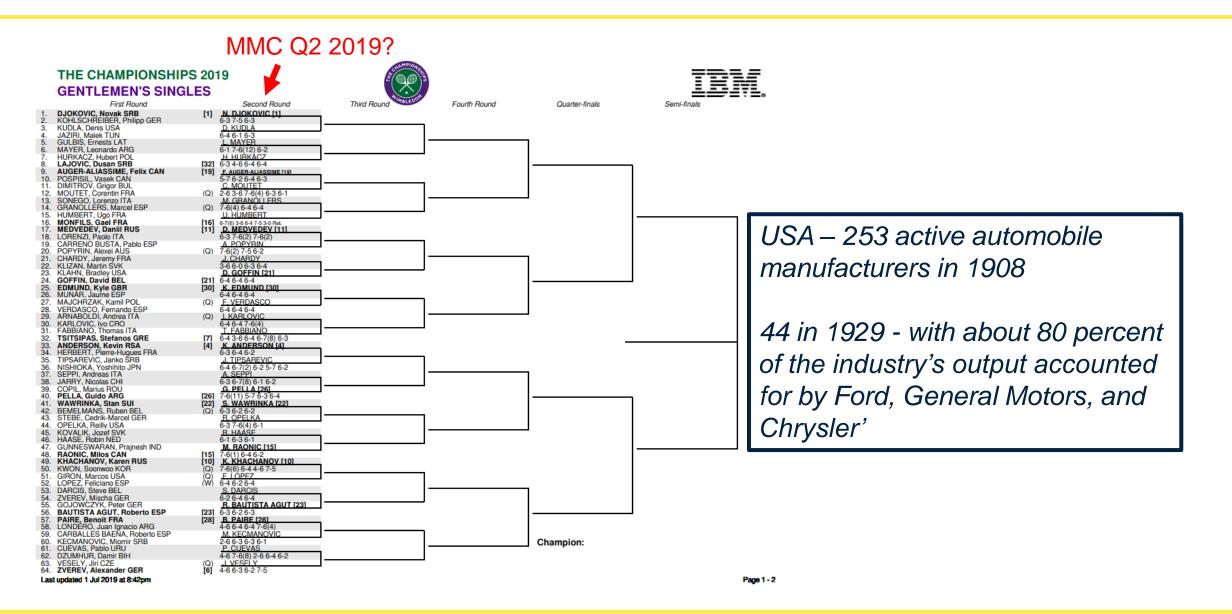
# MMC – 'The Championships'



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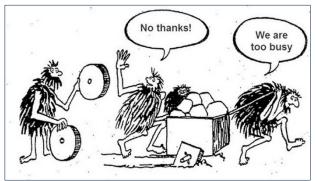


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# **MMC** - observations

- Clarity of vision/mission
- Total commitment
  - Advantage cold starts?
  - Volumetric best solution?
  - DfMA
- Proper R&D
  - Readily insurable and mortgageable
  - Meets open market sale, BtR and RP demands
- Adaptable
  - Houses AND Flats and look beyond residential
- Kerb appeal
- Collaborative
- Deepest pockets?
- Good marketing/PR
- Engagement with Government
- Opportunity to 'disrupt' the big housebuilders
- End user <u>always</u> in mind



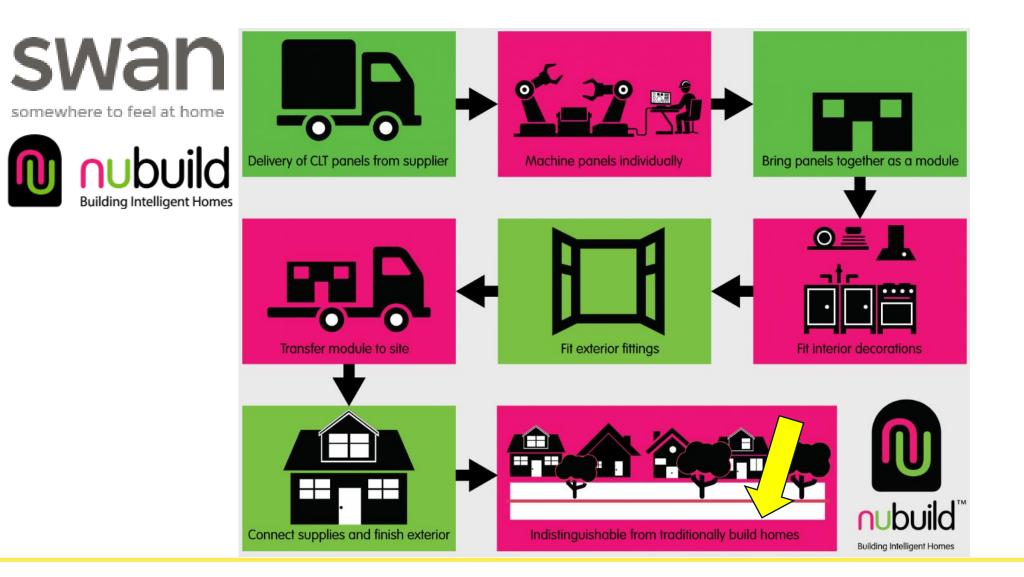






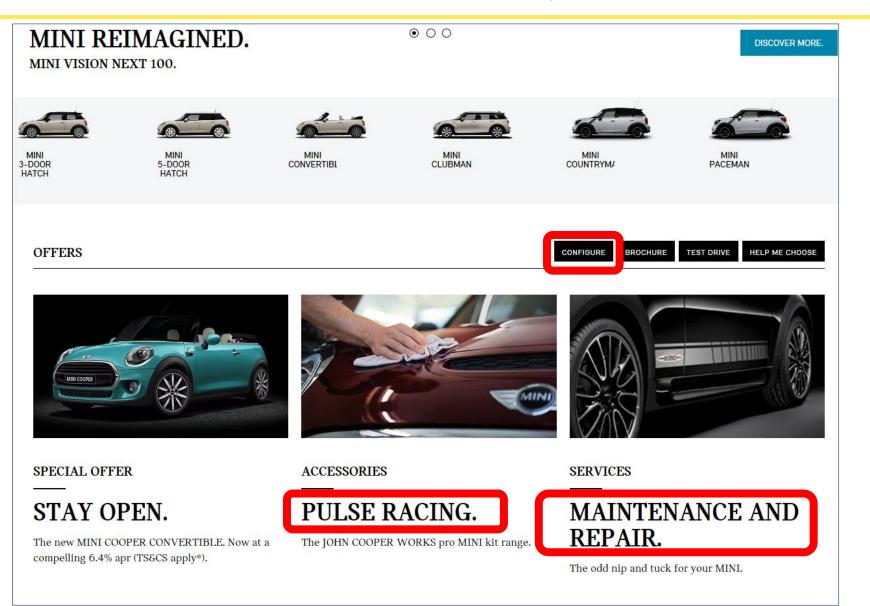
Homes & Communities Agency





There are over 1,000,000 different options to choose from and buyers will be able to configure their home on the website from the comfort of their sofa,

#### 'Customers' now demand choice and quality



### Pulse Racing?











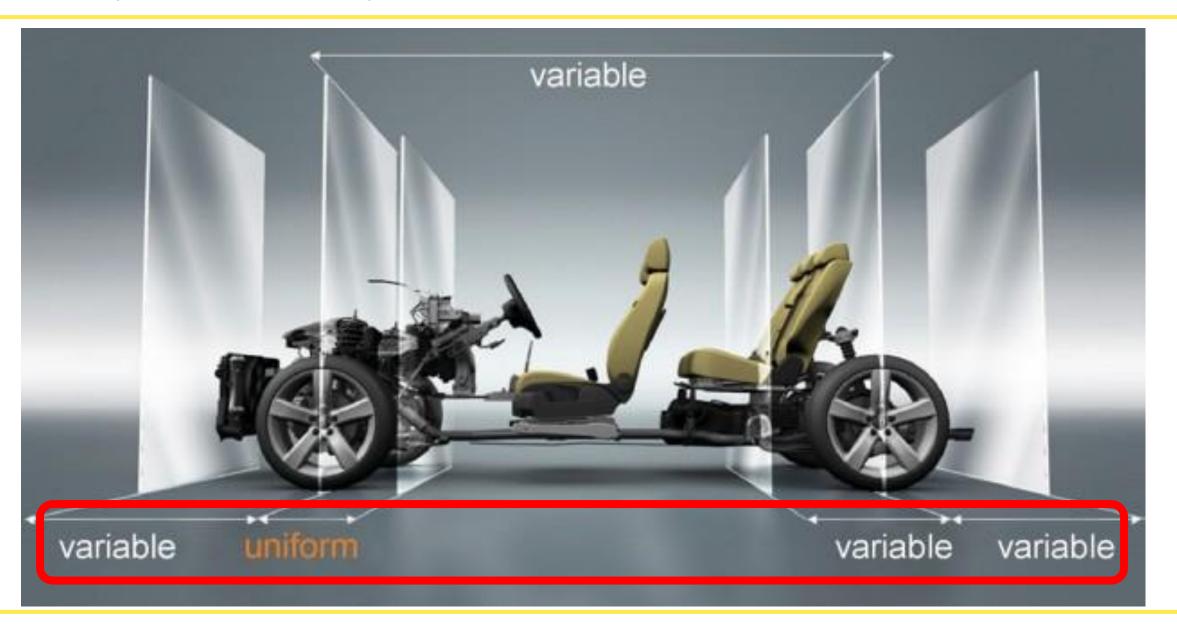


#### Lessons from the Auto Industry – Standard Platforms



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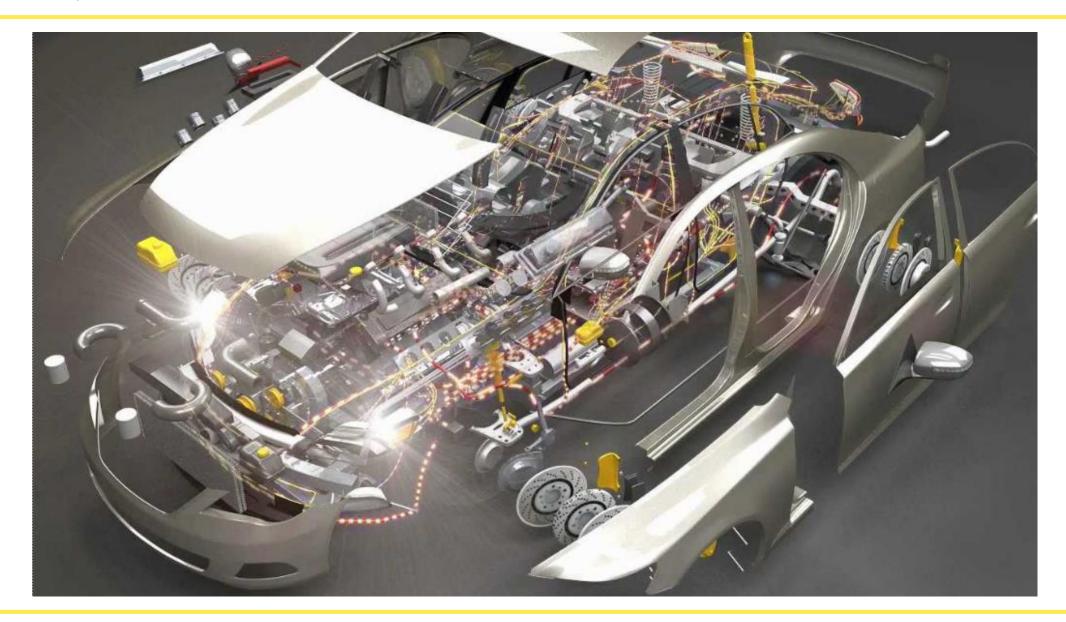
#### Flexibility and Uniformity – MQB Architecture



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#### DfMA = symbiotic collaboration







- Next 5 years greatest demand from Public Sector, RP's and BtR investors?
- No 'stigma' from Pre-Fab from house buyers anymore
- However, still 'fear of the unknown' from institutional buyers
- Housebuilders vulnerable from poor 'rep'
- Choice
- Opportunities for 'Apple iphone' disruptors?







