

# FARMERS AND LANDOWNERS

Practical & Professional Services  
from your local experts at Brown&Co.



Improving profitability  
Enhancing assets  
Realising value  
Doing the paperwork  
[brown-co.com](http://brown-co.com)

**BROWN & CO**

**AGRICULTURAL BUSINESS CONSULTANCY  
LAND AGENCY SERVICES  
RESIDENTIAL PROPERTY  
COMMERCIAL PROPERTY**

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# INTRODUCING OURSELVES

At Brown&Co we have a different ethos – we come from within the industry rather than outside it. We deliver proactive and practical advice and support that delivers value to you our customer, whether large or small, tenant or landowner. We seek to deliver growth to our clients and our service is as flexible as you want it to be.



We provide you with practical, sensible solutions to give you confidence to manage your business effectively.

## Unique structure

Unlike other firms, we have two strong disciplines working together as a single team. We have both a successful Agricultural Business Consultancy practice, at the forefront of day to day farming and business decisions (and the challenges and opportunities that provides); and a Land Agency division offering a full range of valuation, agency and advisory services for property and land. All our services are described in detail on our website at: [brown-co.com/services](http://brown-co.com/services)

## Growth through recommendation

We pride ourselves on our customers' growth and success. Those successes have led in turn to our own growth through client recommendation. We have a strong agricultural team across the Midlands, Yorkshire & The Humber and East Anglia - we are regularly approached to provide farm business and land agency advice to farmers and landowners further afield, nationally and internationally. Our client work has led to us provide services in Eastern Europe and North, South and Central America where we have established offices.

The majority of our work comes through personal recommendation by farmers or their advisors, so please do ask your friends and neighbours about their experiences of Brown&Co. Our advice is clear and concise and we are absolutely committed to the growth and success of our own and our clients' businesses.

## Our people

Our agricultural team has a strong farming background and are by nature team players. Farming and family businesses demand complex solutions and our strength and depth ensures consistent high quality delivery. Our residential and commercial property divisions support this team with property investment and management advice. The partners are very proud of the organisation and our people and we seek to attract and develop the best talent available.

## Solutions that work

Our role, as we see it, is to provide you with practical, sensible solutions that are proven to work and to give you confidence to carry out business changes, sometimes through periods of uncertainty. We recognise that you need to be able to trust your advisor to give you the best advice at all times. We also realise that you need to have people who you can work with closely and build a relationship that lasts.

**“Agriculture and the land based sector is a long term business – we are in it, with you, for the long term”.**

# IMPROVING PROFITABILITY

Helping farmers make more  
of their farming business

Our Agricultural Business Consultancy team thrives on the challenge of helping our farmer clients maximise both the annual profits and the long term value of their farming business. Our advisors are experienced in arable, root, vegetable, horticultural and livestock farming enterprises as well as diversified businesses.

"When we understand what you need,  
we can help you get there".



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## Your aims

We always start by finding out your objectives. Not all farmers' objectives are the same. Yours might be to maximise short term profit, expand, identify new opportunities, reduce the paperwork or the practical farming burden, plan for succession or perhaps retire. Some of our clients are large commercial farms or estates but many are medium or small scale, hard working hands-on farmers trying to reconcile the competing pressures on their time and resources. We are aware that farming businesses have different objectives and face different challenges.

## Building understanding

At the strategic level we are experienced at analysing existing businesses and working with you to find structural and financial solutions that meet your short, medium or longer term aims. We evaluate both the practical and financial performance of the business and assess profit, income, and costs of both farming and non-farming enterprises. We can also benchmark your farm against similar farms that we know and identify where improvements can be made.

## Supporting you

When we understand what you need, we can help you to achieve your aims. That may include not just the practical business of farming but also associated advice connected with farm budgeting, financing or refinancing; staff recruitment or redundancy; machinery or other capital investment strategies; diversification; grant funding; Countryside Stewardship; Basic Payment Scheme; CAP Reform; the farm office and book-keeping; through to creating new marketing strategies for your produce and stock, in what is now a more volatile market. Our aim is to work with you to build a stronger business.

## Managing change

You may be looking to expand or reduce your role on the farm or find a farming solution, perhaps for tenanted land you occupy. We have been involved in the management of, or advising on, a variety of joint ventures for over 20 years, whether that is Contract Farming or Share Farming arrangements, Contract Option agreements, formal labour and machinery sharing or contracting businesses. Our role varies from assessing the effectiveness of existing agreements or advising on and organising a new joint venture or contracting agreement. As farm returns or circumstances change the most appropriate joint venture must properly adapt to meet these challenges and we will adapt to your needs.

## Continuous improvement

We are constantly looking for best practice and innovative and practical ideas to ensure we bring benefit to our clients on an ongoing basis. Within Brown & Co we have a large resource of knowledge and practical experience to resolve any problem you may have – we have almost certainly seen it before.



## AGRICULTURAL BUSINESS CONSULTANCY Specialist Services

- Business Appraisals
- Budgeting
- Benchmarking analysis
- International Investment
- Agribusiness advice
- Contract farming agreements
- Farm office
- Maximising rural assets
- Joint venture agreements
- Landlord & Tenant issues
- Renewable energy
- Grant applications
- Basic Payment Scheme
- Environmental consultancy
- Countryside Stewardship
- Diversification projects
- Machinery auctions
- Recruitment
- Machinery costings
- Non-executive directorship

# ENHANCING ASSETS

Helping owners make the most  
of their land, farm and property

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We work with a large number of farms and estates, so we understand the often conflicting aims and objectives and how they interact with practical farming. Farming may not even be the primary source of income for many estates and valuable assets on even the smallest farm are often overlooked. We can offer a fresh look to evaluate all the potential you may have – from succession to shooting, contracting to conservation, diversification to development, rents to renewables, or country houses to cottages.

“We are able to come in with a fresh pair of eyes  
and evaluate all the potential that you may have”.



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## Clarity of purpose

It is vital that you have free and frank discussions with your agent. As agent, we need to know what you and your family want to do and we can, if you wish, work with different family members to achieve a consensus. Long term planning needs clear aims. Those aims can be as diverse as paying for school fees or maximising short term income; keeping the bank at bay or providing income for elderly relatives. Understanding your aims is vital in order to assess the practical options available and formulate solutions.

## Increasing income

Possibilities for all farms and estates include alternative sources of income such as renewable energy or leasing out land; managing cottages more effectively and increasing rental values; developing opportunities for commercial property and looking at succession planning. Specialist areas include grants for developing assets, for example irrigation or using woodland more productively.

## Adding value

Our aim is to bring our experience to bear in delivering added value and income. We see many different situations and have knowledge and experience of what works, and even more importantly, what does not. Unlike most agents, because we have practical farming experience we understand how farming needs to operate with other or new business enterprises, along with the family's enjoyment of the land you farm.

## New opportunities

We can give advice on all aspects of diversification and renewable energy from assessing the feasibility of the proposal, planning and associated regulations through to finance and grant funding, project management and delivery. There are advantages and disadvantages in every opportunity and we can provide the independent point of view often needed in these situations. What works for some farmers may not for others.

## Broad expertise

We are a multi-disciplinary firm with strength in depth, expertise and experience to evaluate all the potential that you may have. Whether your opportunities are longer term such as residential planning or trying to exploit a short term income stream, do talk to us. You may be very surprised at what is both possible and practical!



## LAND AGENCY Specialist Services

- Buying & selling
- Planning & development
- Maximising rural assets
- Estate management
- Rent reviews
- Residential lettings
- Property auctions
- Cottages
- Commercial agency
- Portfolio & asset management
- Property investment
- Land promotion
- Telecommunications
- International property
- Landlord & Tenant issues
- Health & Safety
- Renewable energy
- Grant applications
- Diversification projects
- Surveying & mapping
- Boundary disputes
- Compensation claims
- Minerals and waste management
- Mediation service
- Arbitration
- Compulsory purchase
- Forestry & woodlands
- Architectural & building services
- Project management

# REALISING VALUE

Helping you buy and sell, with valuation advice and expertise you can trust

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If you are considering a sale or purchase you need to be sure that whoever you choose to advise you is the right person. We have compiled a check list of why you should choose Brown & Co.

“Our reputation depends on us providing you with the best possible advice”.



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- 1 The person you see is the person who sells your farm for you – you do not get assistants or trainees. We have many offices and agents throughout our region each of whom has their own network and local knowledge
- 2 We treat every sale, of whatever size, with the same dedication and professionalism because our local reputation depends on it. We care as much about the sale of your farm or field as you do
- 3 As a result we put our heart and soul into it. That means not only are we very efficient but also we think through all the potential factors – from ELS to shooting, from the farm rotation to wayleaves
- 4 We have a large agricultural business consultancy department with unbeatable up-to-date knowledge about the realities of farming, the potential returns and the complexities of Basic Payment Scheme and cross compliance
- 5 We also have strong local residential and commercial departments so we can truly assess the added value opportunities and the different values for lotting purposes
- 6 We do more local sales in our area than our competitors and so we know more about local variations, who is interested in buying and how to maximise local prices
- 7 Over 70% of sales are to local buyers so this knowledge is vital. We advertise all farms nationally and locally and we understand the local press to ensure we maximise the publicity. We use the internet widely including UK Land and Farms website
- 8 We have an active international office in Poland and operations elsewhere in Europe and the Americas so we know which foreigners are buying and understand international buyers' needs, whether from Holland, Denmark, Germany or even Russia
- 9 We maintain a register of interested buyers – locally, nationally and internationally – and we have contacts with many institutions
- 10 Because we have farming backgrounds we understand how emotional this is for you, the seller – this is not the same as selling a company or a house. We work very closely with you to ensure you are aware of every aspect at every stage and want to earn your complete trust through the process
- 11 Most of our future sales come through recommendations from sellers and word of mouth – we want you to be happy so that you will recommend us to others
- 12 Most importantly we will also tell you if now is not the right time to sell or to buy



## SALE, PURCHASE AND VALUATION Specialist Services

- Property auctions
- Residential property
- Commercial property
- Land, farms & estates
- Acquisitions
- Bank valuations
- Tax valuations
- Property investment
- AMC Agents
- Machinery auctions
- Stocktaking
- International
- Mineral land sales & lettings

# GETTING THE JOB DONE

Helping you with all the administration,  
legislation and paperwork

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As a professional firm we are also there to help you with the mundane, the dull and the frankly boring – as well as the exciting bits. For the majority of farmers it takes up too much time to properly understand all the rules, fill out the forms, or deal with the day to day paperwork required to run a modern farming business. We believe that it is important to make it our business to help clients with all aspects relating to farm administration, paperwork or legislation. We undertake this kind of work for many clients and therefore can often do it in less time, and with greater confidence. We are there to help you avoid the pitfalls and give you more time to concentrate on more important matters.

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## Administration

By improving or centralising farm office functions we can either relieve farmers from many of the regular administrative duties, sometimes at a more competitive cost than directly employing a farm secretary, or ensure improved data management on farm. Whether you want computer systems advice, to make changes to your existing system, or someone to do your payroll or VAT, our aim is to make your life easier and more efficient, whilst providing you with the information needed to make decisions.

## Environmental expertise

We have advisors who are experienced in a wide variety of environmental matters from Stewardship or woodland schemes, through to species surveys, environmental impact assessments, carbon footprinting and associated advice. With a sound practical and financial understanding we can help you make sustainable improvements to your farm, the environment and the farm's value or profitability. Government initiatives come and go - we keep our clients informed as new opportunities arise.

## Coping with red tape and technical issues

Many farmers use our services for technical areas such as compensation claims, stock taking valuations, wayleaves and local or national grant or scheme advice. Helping with red tape created by Central and Local Government is part of our core business.



**We hope we have given you an insight into how Brown & Co work, how we add value to our clients' businesses and why we are so often the firm of choice. To find out more for yourself, without any commitment on either side, please call your nearest office.**



## PAYMENTS AND POLICY Specialist Services

- Residential lettings
- Payroll
- VAT
- Data management
- Property management
- Property inspections
- Asbestos surveys & management plans
- Environmental consultancy
- Wayleaves
- Stocktaking valuations
- Farm office
- Health & Safety
- Grant applications
- Countryside Stewardship
- Surveying & mapping
- Compensation claims
- Planning, architectural & building services
- Project management
- Business rates
- Minerals rates advice

All our contacts and services can be viewed on our website:  
[brown-co.com](http://brown-co.com)

**BROWN & CO**



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