



*Development
Solutions*





A circular collage of nature photographs is positioned on the left side of the slide. The collage is divided into several segments, each showing a different natural scene: a blue sky with white clouds, a green field, a dirt path, a body of water, and a tree. The word "Welcome" is written in a large, bold, pink font across the center of the collage.

Welcome

Shelton Development Services



We are a friendly, creative, problem-solving company.

Since 1994, we've been using our housing expertise and in-depth market knowledge to provide high quality software tools, excellent customer support, accredited training and professional services.

Whether you work for a housing association, local authority, or private developer, we can help you

deliver your development programme on time and on budget.

Our products cover land valuation, appraisals, project management, development benchmarking and stock profiling. Our associates provide a wide range of services, training and support for your team.

How can we help you?

Appraise

Over 1 200 housing professionals use our viability software to appraise both land and development projects.

Benchmark

Compare your performance on a scheme and organisational level with your peers.

Manage

Keep all your cashflow, workflow and project management information in one place to track projects with ease.



Development Appraisal - ProVal.....8-9

Assess all options with the market leader in development appraisal software

Land Appraisal - Landval.....10-11

Make informed commercial decisions when appraising land values and profit

Programme Management - Sequel.....12-13

Project manage your entire development programme from inception to property handover

Programme Management - Housing Development Manual.....14-15

Use industry best-practice procedures to ensure compliance with regulations

Benchmarking - Catalyst.....16-17

See how to achieve best value for money with our pioneering benchmarking club

Stock - Stock Profiler.....18-19

Quickly analyse all of your stock portfolio to see where to make savings and improve asset valuation

Sales - HomeMatch.....20-21

Automatically match the best purchaser to a property with sensitivity options to tailor the results

Consultancy.....24-25

Take advantage of our national network of expert associates in delivering your programme

Training and Support.....26-27

Learn from professionally accredited trainers and expert support staff



Desktop



Mobile



Tablet



Web

A scenic landscape featuring a dirt path that curves through a grassy field towards a line of trees. The sky is filled with soft, white clouds. A semi-transparent pink rectangular box is positioned on the left side of the image, containing white text. The overall tone is peaceful and natural.

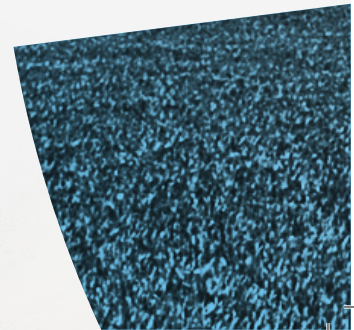
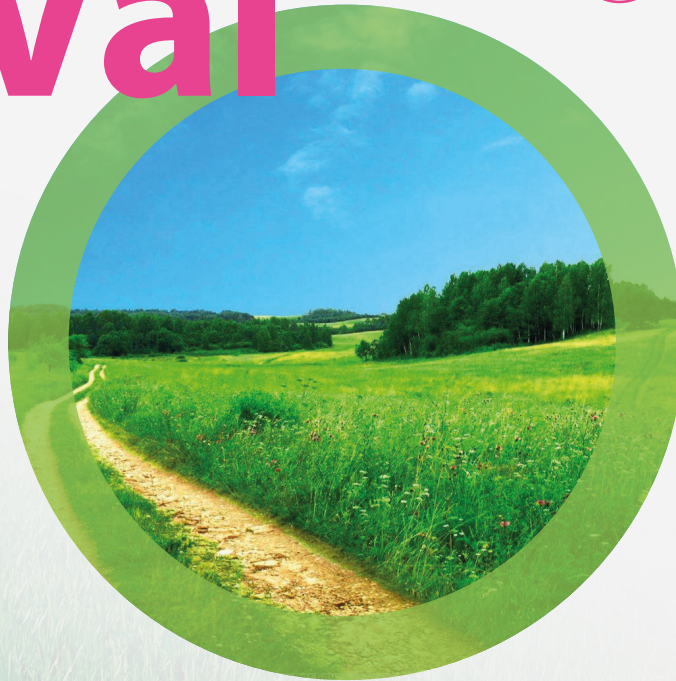
“The software from SDS proved to be really valuable in the preparation of our offer to the HCA. It has also significantly improved the working relationship between our Finance and Development Teams.”

Barrie Westbrook, Head of New Business, North Star Housing Group



Viability

ProVal



“ProVal enables us to carry out all our financial appraisals in house without the need to appoint a consultant.”

Andrew Kitchen, Development Manager, livin Housing Ltd

ProVal is the market leader in development appraisal software.

Recognised as the industry standard, you can confidently forecast development cashflow, NPV and payback periods for your developments, producing robust and auditable results.

You can set defaults at a scheme and dwelling level. See your results by unit, tenure and for the overall scheme in one appraisal. Reporting is easy and you can design reports to suit your own requirements.

- ◇ Clear, intuitive and logical layout
- ◇ Unlimited number of dwelling and tenure types in the same appraisal
- ◇ Long term cashflow up to 100 years
- ◇ Results by NPV, IRR, loan repayment and other key results
- ◇ Consolidate several appraisals into one

A circular collage of various landscape images, including a blue sky with clouds, a tree, a field of tall grass, and a body of water, arranged in a circular pattern around a central white circle.

Viability

Landval



*An established land
appraisal system*



Landval helps you make informed commercial decisions when appraising land values and profit.

Landval enables you to optimise dwelling mix in a clear and concise manner to produce competitive land values and to maximise profit. You can appraise schemes quickly with minimum information, or fully analyse your costs for a more detailed appraisal.

- ◇ Clear and intuitive methodology
- ◇ Default settings allow quick data input
- ◇ Sensitivity modelling on key inputs

Landval Mobile

You can use Landval on Android and Apple devices with an internet connection.

Management

Sequel

*“Sequel is an essential tool
in carrying out our housing
development programme.”*

*Derek Gifford, Head of Development,
Devon and Cornwall Housing*





Sequel allows you to project manage your entire development programme from inception to property handover.

Compare your budgets and estimates with actual spend from your finance system. Sequel makes it easy to monitor your performance, cost exposure and cashflow forecasts.

Set your tasks and monitor them within the system to give a single point of reference on scheme progress.

- ◇ Integrate data from development and finance teams
- ◇ Create bespoke development and finance reports
- ◇ Forecast cashflows - individually or consolidated
- ◇ Update cashflows from your finance system
- ◇ Set up user defined fields and processes
- ◇ Audit and control your user actions

Management

HDM

Housing Development Manual

“It was an easy choice to add the SDS Procedures Manual to our library of reference material.”

*Simon Maggs, Housing Strategy & Development Manager,
Winchester City Council*





The first of its kind, our flexible online Housing Development Manual is written in an easy and logical style.

This is your guide to the complex internal and external development process. It is ideal for new build developments, refurbishment projects, property acquisitions and temporary social housing.

Chapters: Best Practice, Preparing for Development, Pre-Contract Management, Contract and Site Management, Home Ownership.

- ◇ Processes are presented in chronological order
- ◇ Procedures can be customised
- ◇ Supplied with compliance checklists
- ◇ Supported by SDS to ensure compliance with regulatory procedures



Benchmark

Catalyst



The UK's leading development benchmarking club.

Achieving value for money is an important objective for your organisation. You need to demonstrate continuous improvement and show how you compare with your peers.

Catalyst identifies where your development practices can be improved by highlighting operational trends within your organisation.

- ◇ Compare land & build costs, fees and other costs
- ◇ Compare timescales and product quality
- ◇ Monitor your development team overhead cost
- ◇ Produce online scheme reports
- ◇ Receive an annual report with a wide variety of KPIs
- ◇ See KPI's and trends in the 'Your Results' report

“SDS Catalyst provides an excellent development benchmarking service to registered providers and we recommend it to our subscribers”

Ross Fraser, Chief Executive, HouseMark



Stock

Stock Profiler





Written in partnership with a major housing association

Landlords need to understand the economic value of their properties.

Indeed, this is now a key requirement of the housing regulator. Stock Profiler uses individual property data to give you an in-depth stock analysis so you can make informed investment decisions.

Improving the accuracy of your asset valuation may allow your organisation to increase its borrowing capacity and help you develop a better asset management strategy.

- ◇ Maximise outcomes with sensitivity testing
- ◇ View data in tabular, graphic and mapping formats
- ◇ Analyse your stock in real time
- ◇ See multi-dimensional and geographic reports
- ◇ Set flexible, user-configurable inputs

Sales

Home Match



Match applicants to properties



HomeMatch allows housing associations to pool their lists of buyers and tenants and match them against their lists of properties.

You can see financial information on applicants. Data is securely held and augmented by cost of living data from the Citizens Advice Bureau. You can then automatically ensure the best match for your applicants and properties.

Ranking is set using the following criteria:

- ◇ Affordability to purchaser
- ◇ Mortgage eligibility
- ◇ Distance between property and places of interest





“SDS supplied us with a fantastic product which enabled us to do exactly what we needed.”

Kiran Kalair, Development Business Support Officer, Orbit Group

Consultancy

What's your challenge?





Housing developers have a broad range of challenges that are often difficult to meet.

Whether for affordable housing or private development you can rely on us for assistance with everything from site-finding and project management through to strategic planning and mentoring.

Ask us for advice on:

- ◇ Project management
- ◇ Training and facilitation
- ◇ Policies, procedures & self regulation
- ◇ Risk management
- ◇ Working with communities

Benefit from our training courses and mentoring:

- ◇ Introduction to development
- ◇ Housing management training
- ◇ Personal & professional development
- ◇ Tenant, resident & board member training

Training & Support



Product training

Your SDS software includes a training package that takes users from beginner to advanced level. Courses are usually held at clients' offices and we also use training suites around the UK where we hold a programme of open training courses.

Course types:

- ◇ Beginners ◇ Advanced
- ◇ Refresher ◇ Administrator

We are Gold Standard accredited member of the Learning and Performance Institute.

Support

All our software is supported in-house by our technical team. The team is available by phone, email, and over the internet. Additionally, all our applications include on-screen help notes. Our annual user group meetings give you a chance to network with other users, provide feedback on the software, and hear about our plans for the future.

Support by phone & internet

- ◇ Call or email us with your query
- ◇ Link screen-to-screen over the internet
- ◇ Receive application updates to meet changes in business practices

Face to face

- ◇ Annual regional user meetings
- ◇ On-site installations and usage reviews

“Excellent customer service is very important to us, and we’re always ready to help.”

Phil Shelton, Chief Executive, SDS



Who We Are



David Shelton
Chairman



Phil Shelton
Chief Executive

In 2014, we celebrated 20 years of providing leading software and services to the residential housing sector. We are proud to support the important work that you do delivering homes in the UK and beyond.



Fred Truter
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Sales & Marketing Manager



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