

The barn consent that changed the asking price.

A pre-listing planning check revealed a comparable barn conversion consent 400 metres away. Asking price revised upward by £65,000. Instruction won.

Site: Farmhouse with outbuildings, Cotswolds (GL54 area) · Anonymised

Report type: Pre-Listing Planning Intelligence — Estate Agent Sample

Prepared: April 2026 · Illustrative case based on real planning consent patterns

KEY FINDING

Adjacent barn conversion consent — granted 14 months prior — not surfaced by vendor, competitor agents, or any standard search. Changes development value picture entirely.

This is a sample report produced by Planning Decoder / Sierra21 Software Studio. The scenario is fictionalised but representative of real cases we encounter. All planning data references are drawn from real UK planning records. This report does not constitute legal or planning advice.

48hrs

Standard turnaround

207

UK councils reachable

£149–£249

Fixed fee

White-label

Available for partner firms

The property

A listed Cotswolds farmhouse, circa 1780, with two substantial stone barns attached to the rear elevation. The barns are currently used for storage. The vendor had owned the property for 22 years and had made no planning applications. Three agents were invited to pitch for the instruction. Suggested asking prices ranged from £1.15m to £1.22m.

What the other agents did

Both competing agents valued the farmhouse as a residential dwelling with ancillary storage outbuildings. Neither investigated the planning history of the surrounding cluster. Neither identified the barn conversion consent 400 metres from the subject property.

PLANNING DECODER INTELLIGENCE

We ran a pre-listing cluster check before the valuation meeting.

- A Playwright-based portal extraction across the GL54 postcode cluster retrieved 31 live applications within a 600m radius of the subject property.
- Application 22/04817/FUL — granted June 2023 — conversion of an agricultural barn to three residential dwellings at a farm 400 metres to the north. Same AONB designation. Same Cotswolds District Council.
- The consent establishes clear residential conversion precedent in this specific micro-location under the Cotswolds National Landscape policy framework. The subject barns are comparable in scale, materials, and proximity to the listed building.
- This intelligence was not available on any standard portal search. It required full cluster extraction to surface.

What the pre-listing check found

i KEY COMPARABLE — 22/04817/FUL — GRANTED JUNE 2023

Conversion of two agricultural stone barns to three residential dwellings (C3). Stone and slate materials retained. Permitted under Cotswold National Landscape policy with conditions for ecological survey, heritage recording, and no external lighting. Application unopposed. Decision: Granted. Appeal: None. Completion: Confirmed via satellite imagery.

The full GL54 cluster — selected applications

Reference	Description	Property	Decision
22/04817/FUL	Conversion of agricultural barns to 3 residential dwellings (C3)	400m north — farm complex	GRANTED June 2023
21/03291/FUL	Conversion of cart shed to holiday let (C6)	680m east — hamlet	GRANTED Feb 2022
23/01044/FUL	Extension to existing holiday let — 2 additional units	680m east — hamlet	GRANTED Sept 2023

19/02876/LBC	Listed building consent — internal alterations to farmhouse	Subject property area	GRANTED
17/04112/FUL	New agricultural storage building — steel portal frame	1.1km north — farm	REFUSED
15/03589/FUL	Residential conversion — stone barn — 1 dwelling	900m west	GRANTED 2016
20/01773/FUL	Holiday let — conversion of stable block — 4 units	1.2km south	GRANTED 2020

Planning policy context — Cotswolds National Landscape

Policy	Relevance	Assessment
	Barn conversions supported where agricultural need ceases and conversion is sympathetic to character	STRONGLY SUPPORTIVE — comparable grant at 400m confirms officer acceptance of residential conversion in this location
Policy H3 (Cotswold DC)	Conversion of rural buildings — C3 dwellings — permissible subject to design and heritage tests	SUPPORTIVE — no officer refusals on record in this cluster
	Required for any works affecting the farmhouse or attached structures	STANDARD PROCESS — not an obstacle. LBC granted on subject property in 2019.
Agricultural occupancy	No agricultural occupancy condition on any adjacent consent — open market sale confirmed for all comparable conversions	POSITIVE — no occupancy restrictions expected

How the instruction was won

The agent walked into the valuation meeting with a three-page briefing document: the comparable consent at reference 22/04817/FUL, the policy analysis, and a development value estimate based on three comparable barn conversion sales in the district over the preceding 24 months.

Competing agent A price	£1,150,000	Valued as farmhouse + storage barns only
Competing agent B price	£1,190,000	Acknowledged "development potential" without evidence
Our agent — informed price	£1,255,000	Supported by comparable consent + development value analysis
Actual sale price	£1,240,000	Agreed with a buyer who had independently identified the comparable

i The comparable consent was known to the buyer — not to the competing agents.

The buyer's surveyor had identified 22/04817/FUL independently before the viewing. The buyer was prepared to pay above the competing valuations precisely because of the development potential it established. The agent who found it first set the asking price that captured that value. The agents who didn't find it set prices that left it on the table.

What a pre-listing check changes

i The valuation conversation

You walk into a rural property valuation with evidence, not instinct. A comparable consent 400 metres away is a fact. "This property has development potential" is not. Vendors respond to facts. So do buyers.

i The instruction pitch

One agent in this three-way pitch had something neither of the others could show: a structured intelligence document demonstrating they had looked harder at the property than a standard valuation requires. That's a different offering. Vendors notice.

i The asking price

The difference between £1,150,000 and £1,255,000 is not instinct. It is evidence. The pre-listing check cost £149. The additional commission on £105,000 of additional asking price is a different number entirely.

i White-label option

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