



Will Mackenzie – BSc (Hons) MRICS

Director and Residential Development Surveyor

Will has worked in the development industry since 2015 and specialises in immediate land disposals and strategic land agreements. His clients over the years have included private landowners, trusts, public bodies and the NHS.

Will has experience of advising landowners of both greenfield and brownfield development sites. These projects have ranged from 6 high value units in prime Surrey to new garden communities across the southeast of the country and more recently into the Midlands.



Experience

2015 – 2023	GRADUATE DEVELOPMENT SURVEYOR TO DIRECTOR, STRUTT & PARKER / BNP PARIBAS
2025 – TO DATE	DIRECTOR, RURAL INSIGHT LAND & DEVELOPMENT

Recent Projects Include

Chichester

Acting on behalf of private landowners in the sale of a consented site for 165 units held under a Promotion Agreement. Ensuring the landowner was suitably protected under the contract to provide for potential futures phases of development.

Horsham

Advising on an Option Agreement on land bordering an allocation of 3000 units.

Wokingham

Acting on behalf of a private landowner on price negotiations for land held under option by a housebuilder. Consent secured for 200 units.

Specialties

- Option, Promotion and Hybrid Agreements
- Consented land sales
- Collaboration and equalisation agreements
- Mixed use developments
- Option price negotiations
- Overage negotiations

Expertise

- Securing maximum value for clients under Option Agreement price negotiations
- Advising on opportune route to maximizing value through Development Agreements
- Sale of consented land on the open market on behalf of landowners and promotion companies
- Working with both SME and PLC housebuilders