

A stylized, dark red oak leaf graphic is positioned in the top left corner of the image, partially overlapping the main text area.

# Alessandra Grove

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WHERE YOUR VISION COMES TO LIFE

Goff's Oak, Hertfordshire, EN7 5RU



# A Setting Reserved for Visionaries

Discreetly positioned on the edge of Goffs Oak, Alessandra Grove is an exclusive gated estate set within a refined semi-rural enclave, where potential and proximity to London meet. Nestled behind private gates and framed by ancient woodland, it offers an opportunity to live among individuals who value refinement, influence, and the freedom to shape their surroundings.

This is more than an address. It is a place created for visionaries. A curated community of leaders, creatives, and connoisseurs who understand the power of considered surroundings. Here, privacy is respected, discernment is understood, and individuality is celebrated.







# An Address That Elevates Everyday Life

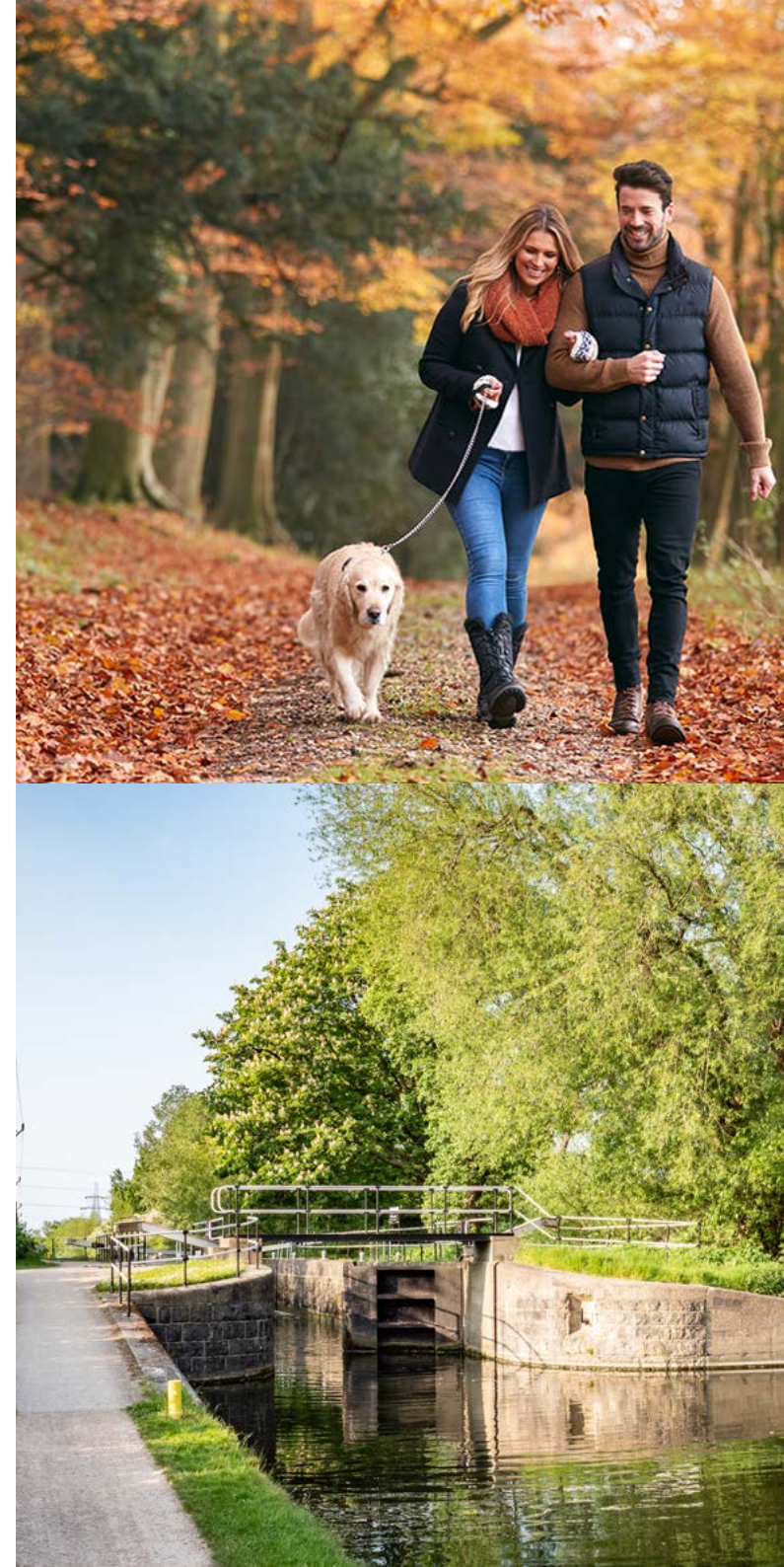
Life at Goffs Oak offers space to breathe and room to grow. Set within mature, leafy surroundings, it brings together the tranquillity of countryside living with the convenience of London connections.

Woodland walks, quiet lanes, and local cafés create a calm and leisurely rhythm. Private health clubs and boutique wellness studios are close by, making it easy to stay energised and focused before the day unfolds.

From there, the day is yours to shape. Direct rail links and major road routes place the capital comfortably within reach. Yet whether you're heading into the city or hosting meetings from home, comfort and calm remain reassuringly close. Nearby golf courses, equestrian centres, and members' clubs offer opportunities to unwind, connect, or do business in a setting that matches your lifestyle.

Evenings are measured and restorative. Dine at one of the area's well-regarded restaurants or return to the privacy of your bespoke home – a residence designed around your tastes, routines, and aspirations.

**This is a setting that reflects a sophisticated way of life – where comfort, clarity, and considered living come together.**







# A Place to Feel Proud Of

Imagine a home designed entirely around you – your lifestyle, your taste, your priorities – brought to life within a secure, gated estate in one of Hertfordshire's most desirable semi-rural locations.

You gain access to a refined and structured process that delivers your vision with discretion, clarity, and craftsmanship. The architectural freedom is yours. The delivery is in expert hands.

Whether you're moving for space, family, or simply a new chapter, Alessandra Grove offers more than a place to live – it offers the chance to create something deeply personal. A home that reflects your values, your way of life, and the memories you want to make.

Surrounded by nature and shaped around your needs, it's a place to feel connected, settled, and quietly proud of what you've built.





# A Home Designed by You, Delivered by Professionals

This is your invitation to create a residence that is truly your own – shaped around your lifestyle, guided by your vision, and delivered to the exacting standards you'd expect.

Each of the 14 available plots comes with outline planning consent for a 4 or 5-bedroom detached home, with the option to include a private garage.

More than just land, this is a fully supported design and delivery experience. A trusted architect and experienced developer are already appointed to the site, offering expert guidance through every stage – from initial concept to completion.

Each plot is fully serviced, with essential utilities – including water, electricity, gas, and high-speed broadband. This ensures a streamlined route to building, without delays or added infrastructure costs.

This is not a traditional self-build journey. It's a refined, professionally managed process that combines creative freedom with practical support.





# A Partnership in Precision

Every home at Alessandra Grove is entrusted to **First:Building** – a boutique developer with a reputation for delivering exceptional, design-led residences across London and the South East.

Known for their meticulous approach, **First:Building** brings together architectural finesse and technical expertise to deliver homes that are both elegant and enduring. With an emphasis on quality, proportion, and materiality, each project is handled with care, clarity, and absolute attention to detail.

This is not standard housebuilding. It is bespoke delivery – professionally managed from concept to completion. A dedicated architect and build team guide every stage, ensuring your home is shaped by your vision and finished to the highest standard.

With **First:Building**, you're partnering with a developer trusted by discerning clients to realise homes of genuine character and long-term value. It's a commitment to craftsmanship, discretion, and delivery for those who expect nothing less.







CGIs show a concept home designed to give an idea of the shape, materials, and volume of your potential house.





# Plot Availability & Long-Term Value

The pricing structure has been carefully considered to reward discerning buyers. Land and build costs have been positioned below the open market value of comparable turnkey homes – a position supported by an independent RICS valuation. The result is an immediate equity uplift upon completion, offering both financial advantage and peace of mind.

Purchasing a plot at Alessandra Grove is a carefully structured opportunity that combines design freedom with capital efficiency. While you have the flexibility to elevate your specification and finishes to reflect your own taste, the base model already delivers significant value – allowing you to invest where it matters most.

With Stamp Duty payable only on the land value, the overall savings are substantial – especially when compared to traditional new build purchases of similar calibre.

For those who value privacy, flexibility, and the ability to create something truly bespoke, Alessandra Grove represents a rare alignment of opportunity, elegance, and long-term gain.

Plot	Plot Size	Max House GIA*	Stamp Duty Saving	Build Saving	Total Saving
1	887 m <sup>2</sup> / 0.219 ac	260m <sup>2</sup> / 4 beds	£109,250	£175,000	£284,250
2	822 m <sup>2</sup> / 0.217 ac	240m <sup>2</sup> / 4 beds	£97,250	£155,000	£252,250
3	725 m <sup>2</sup> / 0.179 ac	280m <sup>2</sup> / 5 beds	£119,450	£240,000	£359,450
4	770 m <sup>2</sup> / 0.190 ac	300m <sup>2</sup> / 5 beds	£127,250	£205,000	£332,250
5	859 m <sup>2</sup> / 0.217 ac	350m <sup>2</sup> / 5 beds	£160,250	£280,000	£440,250
6	882 m <sup>2</sup> / 0.212 ac	350m <sup>2</sup> / 5 beds	£163,250	£280,000	£443,250

\*GIA = Gross Internal Area.  
Please refer to our website for the availability of each plot. Prices shown are valid as of 1<sup>st</sup> September 2025.





# Financing Your Home

Our tailored financing structure has been carefully crafted to support you at every step, offering flexibility, clarity, and control over your investment.

Through our partnership with BuildStore Mortgage Services – the UK’s leading specialist in custom and self-build finance – you’ll have access to exclusive mortgage products designed specifically for this kind of project. Funding is released in stages, aligned with your build progress, ensuring liquidity is available when you need it and helping you to manage cash flow with confidence.

Benefiting from a fixed-price build contract with the trusted delivery partner, First:Building, this opportunity gives you full cost certainty from the outset. From securing your plot to final handover, everything is streamlined – allowing you to focus on shaping a home that’s truly yours.

If you’d like to explore your options, we’d be happy to introduce you to a specialist adviser who can guide you through your financing choices – ensuring your approach is aligned with your personal goals and wider financial strategy.







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# How to reserve

Once you have selected your preferred plot, send a written offer letter via email and one of our sales team will be in touch to take you through the reservation process.

This includes an initial affordability check and a refundable reservation fee of £10,000.

hello@custombuildhomes.co.uk  
custombuildhomes.co.uk  
0345 223 4452

