

Frances McDermott

Senior Sales Executive, Residential

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With exceptional Cambridgeshire market knowledge, Frances is a trusted advisor to housebuilders on the full spectrum of the development to sales process.

With a decade of pre-owned home sales experience, Frances appreciates the emotional attachment a house can evoke for buyers, offering warm, empathetic guidance and an intricate knowledge of Cambridgeshire's local amenities, schools, country walks and vibrant community.

Frances is driven and motivated. She started her career as a viewing guide in Great Shelford for an independent agency and quickly progressed to sales negotiator, eventually managing the branch before joining Bidwells to develop her experience in new homes.

From planning, design, demographic and competitor analysis, specification, interiors, landscaping and marketing campaigns, Frances has an intricate knowledge of the nuanced local marketplace for every Cambridge postcode - as a Cambridgeshire resident herself, has a vested interest in ensuring the utmost quality.

Having renovated three properties herself, Frances understands challenges faced by smaller property developers, which has led to longstanding relationships with several private investors. From a complex Listed Edwardian conversion to 11 prime apartments, to numerous consecutive one-off purchases and renovations on behalf of a Dubai-based investor, Frances takes care of every detail.

Key relevant project experience

Great Kneighton – Countryside Properties

Forming part of Cambridge's southern fringe expansion, Great Kneighton will encompass over 2,500 dwellings, through a variety of sales outlets creating a new suburb for the city.

Trumpington Meadows, Cambridge – Barratt Homes

A key strategic development for Cambridge's continuing expansion, Trumpington Meadows will provide excess 1,200 dwellings with new schooling and country park already delivered.

Hauxton Meadows, Hauxton – Redrow Homes

Providing excess 200 traditional style dwellings, Hauxton Meadows is situated a short distance from Cambridge providing a spectrum of Redrow's Heritage range.

Sopwith Grange, Duxford – Cala Homes

A development of 35 houses within this South Cambridgeshire village.

“Yet again, thank you for ensuring an extremely straight-forward sale. You have managed to secure me a fantastic price in an extremely un-settling time. I can't thank you enough for dealing with and looking after the build and the buyer through this time.”

Peter Greathead