

INTENSIVE CARE SALES PROGRAMME





Introduction

Spicerhaart land and new homes, part of Europe's largest privately owned provider of estate agency services, are delighted to offer a bespoke, 'custom built' advisory, build, planning, sales and letting service to developers and house builders or funders of underperforming speculative residential projects throughout the UK.

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**SPICER
McCOLL**

FINE

Darlows

HAYBROOK

Felicity J Lord
It's a London thing.

OUR FULLY COMPREHENSIVE, 'ONE PORT OF CALL' SERVICE IS INTENDED TO INJECT NEW LIFE INTO A DEVELOPMENT, IMMEDIATELY EFFECTING AN ENHANCED SALES RATE. THE NUMEROUS SERVICES WE CAN PROVIDE INCLUDE;

- Advice and comment on marketing activities to date, including current agent performance.
- Secret shopping of current agency, including site visit report.
- The supply of detailed development appraisals advising on asking prices to immediately effect sales, localized price ceilings for product type, local demand and general influencing market conditions.
- Formal 'redbook' valuations.
- Guidance on mix, layout and specification with advice on maximization of yield and how to minimize the affect of potential overbuild.
- Guidance on the possible need to re-plan an existing consent or consents.
- Detailed competitor analysis tracking local, competing sites, monitoring asking price fluctuation, incentives being offered and financial packaging thus allowing us to establish true net sales figures being achieved.
- Buyer and market profiling using our EA office database and website/portal MI.
- The recruitment, supply and training of on-site sales teams.
- The creation of comprehensive marketing campaigns and strategies including advertising, both static and press, PR, electronic mailing, web based activities and marketing.
- A full creative facility who can produce everything needed in terms of marketing collateral, both static and electronic.
- Advice on comprehensive site re-launches, including renaming, using EA databases and specialist management team backup.
- Weekly or monthly meetings to analyse success to date and to agree strategy going forward.
- A full design, furniture supply and dressing service for show or view units.
- Furniture pack creation, ideal for investors and first time buyers.
- Visitor information analysis - direct mail and press advertising activities based on site visitor demographics and home location postcodes.
- Site maintenance of show units and communals.
- Assisted move facility for purchasers with a related house sale.
- Investor packs produced and held on site covering expected rental returns etc.
- Advice on rental demand for each type of unit for sale.
- The choice of 'find a tenant' or fully managed lettings service.
- Appraisal of prospective service charges and ground rents.
- Disposal of freeholds.
- Competitive 'new build' mortgage supply.
- NHBC registered associated build team to complete part finished projects.

To discuss how we think
that we can bring your new
homes development back
to life or to discuss any
aspect of the services on
offer, please contact
Spicerhaart land and new
homes' Head Office on
01483 450180