

# revita<sup>ise</sup>

new life new vigour

AN INNOVATIVE  
STRATEGY TO  
REVITALISE  
NEW HOMES  
STOCK



## An innovative strategy to revitalise new homes stock

spicerhaart land & new homes are delighted to announce the launch of **revitalise**, a specialist service aimed at re-injecting life into residential developments that have lost or are beginning to lose sales momentum.

**revitalise** offers hugely positive benefits for both our current client base and also prospective new clients.

Regardless of where a development may be in its sales cycle, **revitalise** will significantly improve results.

## Why revitalise?

**revitalise** is designed to provide a totally objective synopsis of current marketing arrangements coupled with an independent appraisal of any issues on site, along with pricing recommendations for each and every available unit, supported by relevant comparable evidence and a strategic marketing plan to immediately effect a significantly enhanced sales rate.

## How revitalise works

Each development is assessed in a strictly adhered to prescribed format to ensure total objectivity. The spicerhaart land & new homes team will conduct a series of activities within an agreed timeframe to produce the following reports;

- Formatted secret/mystery shop reports for both visit and telephone interaction with an existing estate agent and/or on-site sales presence
- A 'Red flag' report highlighting all issues relating to the site itself
- A comprehensive marketing strategy to significantly improve current sales rates

## What's included within the revitalise reports?

- Advice and comment on marketing activities to date, including current agent performance
- Secret shopping of current agency arrangement, including site visit report
- The supply of detailed development appraisal(s) advising on suggested asking prices to immediately effect an enhanced rate of sale, localised price ceilings for product type, local demand and general influencing market conditions
- Guidance on layout and specification with advice on how to make each and every stock unit as saleable as possible
- Guidance on the possible need to re-plan an existing consent or consents, where appropriate
- Detailed competitor analysis tracking local, competing sites, 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
- Advice on the creation of comprehensive marketing campaigns and strategies including advertising, both static and press, PR, electronic mailing, web based activities and marketing





- Advice on comprehensive site re-launches, including renaming, using EA databases and specialist management team backup
- Advice on the need for a show or view unit(s) and furniture pack creation, ideal for investors and first time buyers
- Advice on likely investor interest and strategy to attract the same
- Advice on the maintenance and presentation of stock units
- Advice on rental demand for each type of unit for sale and investor appeal
- Guidance on how to make the subject development(s) truly stand out from local competition
- A full and detailed analysis of site presentation, accessibility and signage and our advice to counter any identified issues

## Why is **revitalise** different?

**revitalise** is designed to produce an effective exit strategy for each and every site assessed in this unique way. Because every site is appraised in an identical, objective way the advice and guidance you receive is consistent and accurate and will reflect the wider local market that a site may be competing within.

**revitalise** produces a truly 360 degree assessment of the subject development(s).





For further information contact

Peter Krelle  
Managing Director

204 London Road, Guildford, Surrey GU4 7JS

T: 01483 450180

E: [peter.krelle@spicerhaart.co.uk](mailto:peter.krelle@spicerhaart.co.uk)