



Affordable Housing & Shared Ownership

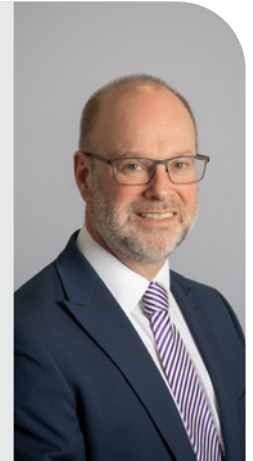
SALES & MARKETING SERVICES



Introducing Countrywide Affordable Housing & Shared Ownership

Countrywide's specialist Affordable Housing Sales team provides high-quality, bespoke sales and marketing services to housing associations, local authorities and private developers.

Despite a constantly changing landscape in the property market, we are confident there has never been a better time for our clients to work with our team and excel in the market by combining in house expertise with our exceptional range of products and services.



I am proud to be able to lead a group of people that we truly believe offer a unique proposition in the market, with what we also consider to be a genuine 'best in class' service. This stems from the investment we have made in our vastly experienced team, which is backed by the largest integrated property services group in the UK - around 500 Countrywide branches and part of the 1,200 branch strong Connells Group.

We have experts available to handle everything from sourcing sites for future developments, providing local market sales reports, offering bespoke shared ownership support and the capacity to create an advanced digital marketing strategy.

We have genuine industry expertise in these areas and the added benefits of this experience has meant that our solutions have been specifically designed to help our clients achieve their particular business goals and sales objectives.

Whilst acknowledging different levels of experience and expertise amongst our clients, our team always work collaboratively with our clients, providing a bespoke service which suits. With our national coverage, surveying, conveyancing and mortgage services we are unique in being able to provide a full-service end to end agency aimed at maximising your sales rates, enhancing your reputation and improving your efficiency.

We are certain that our proposition will enable our clients to achieve more than ever and, as we begin our partnership key colleagues in our Shared Ownership team will of course discuss individual requirements with you as appropriate.

Think of us as a bespoke yet dynamic addition to your sales team.

A handwritten signature in black ink, appearing to read 'Owen McLaughlin'.

Owen McLaughlin
Managing Director



National sales coverage

With our national coverage and unparalleled knowledge of the Affordable Housing market, we advise on the best strategies to maximise your returns by achieving optimum values and sales rates.

Our Shared Ownership business has grown significantly over the last 5 years, with a multitude of successful projects under our belt and a growing team of experts to lead and support the sales and marketing process. Throughout our nationwide operating Hubs, we handle everything from small developments through to the major projects we market for our largest corporate clients.

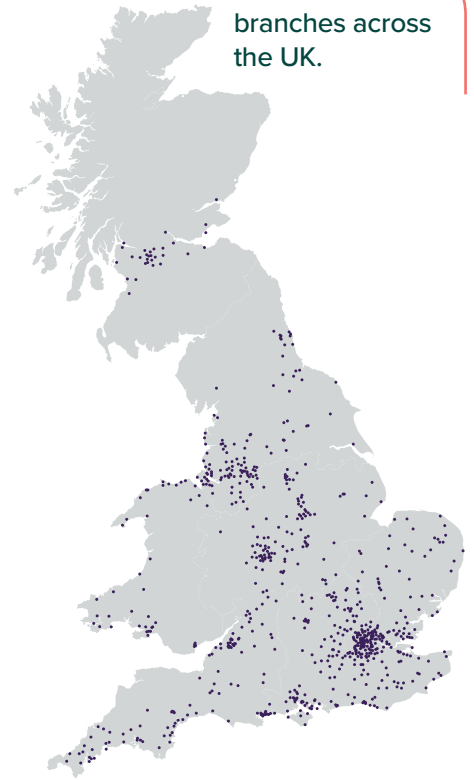
Our team will work with you to ensure that you have the very best chance to achieve exceptional results through our extensive range of services - services which often swing into action before construction has even begun.

We review all aspects of a proposed development, including layout, size, optimum mix, specification and estate management, whilst offering advice on general fine-tuning of the development wherever and whenever you need it.

Our viability studies ensure that all factors in the local market are considered.

This is where our market intelligence function combines perfectly with the local expertise offered by our regional Shared Ownership teams and extensive branch network.

Around 600 branches across the UK.



OUR BRANDS INCLUDE:



Operating within the UK's largest Land & New Homes agency, Countrywide Affordable Housing unrivalled resources with national coverage to achieve stunning results on a regional level. With the largest multi-branch network in the UK, it's our strength in numbers that sets us apart.



We've walked in your shoes...

Countrywide Shared Ownership Affordable Housing is led by Roy Hind.

Roy has over 30 years in-depth experience of shared ownership and has managed large residential sales programmes, including intermediate and private sales.

He has worked at a senior level for several housing associations and advised local authorities and institutional investors how to enter the market and set up their offer, and understands the challenges and pressures you face.

Which means we can offer you so much more than just sales support. We can advise you on everything from development feasibility through to sales and on to customer handover - all from a sector specific and detailed knowledge platform.

MEET YOUR SHARED OWNERSHIP TEAM

Owen McLaughlin

Managing Director, UK

07734 979132

owen.mclaughlin@countrywide.co.uk



A new homes heavyweight with over 30 years' experience in helping clients achieve the best possible results in the private sector, Owen has the expert knowledge and a dedicated new homes team that understands what is needed to succeed.

Roy Hind

Shared Ownership Director

07590 312522

roy.hind@countrywide.co.uk



With over 30 years in-depth experience of Shared Ownership, Roy has not only managed large residential sales programmes but has also worked at a senior level for several housing associations, creating the understanding of the challenges and pressure you face.

Nathan Butler

Divisional Director, North

07921 061234

nathan.butler@countrywide.co.uk



Nathan has spent his entire career working within the property sector, with his core area of expertise lying within the residential new build sales market. Nathan also has a huge breadth of knowledge on the sale and acquisition of land, the Private Rented Sector (PRS) and development appraisals.

Joanna Barraclough

Divisional Director, South

07936 046712

joanna.barraclough@countrywide.co.uk



With an extensive background in Sales & Marketing and a key focus on the customer journey, Joanna leads the Residential Development teams across the South of the UK and can offer advice and support at every stage of any development project.

Kami Nagi

Research Consultancy Director

07526 915105

kami.nagi@countrywide.co.uk



Kami leads the Research Consultancy team at Countrywide and has worked on a number of research projects spanning councils and housing associations, through to the top 10 house builders. A great asset to both the company and clients.

Emma Leahy

Shared Ownership Manager

07793 271212

emma.leahy@countrywide.co.uk



With over 10 years' experience, Emma understands Shared Ownership from both the client's perspective and as an Account Manager, delivering a positive customer experience for both buyers and clients.

Cameron Clark-Dhir

Shared Ownership Manager

07707 268699

cameron.clark@countrywide.co.uk



Dedicated to Shared Ownership, Cameron has over 5 years' sales experience of working for major providers, bringing an understanding and ability to work with clients to overcome any issues that stand in their way.

Steve Price

Marketing Manager, UK

07546 415364

steve.price2@countrywide.co.uk



With over 20 years' experience in commercial and residential marketing, Steve is able to provide strategic support. With specialist skills needed throughout the whole development process, Steve is able to create a quality presence for clients both online and offline.

Karen Cowell

Marketing Coordinator, UK

07708 485298

karen.cowell@countrywide.co.uk



Having worked in marketing for a national developer, and for a new homes team within estate agency, Karen uses over 7 years sales and marketing experience to support the new homes marketing team across the UK.



Shared Ownership Sales & Marketing

Our specialist affordable housing team provides high quality, bespoke sales and marketing services to housing associations, local authorities, registered providers and private developers.

We recognise the need to have a bespoke offering for registered providers. In an ever changing and innovative climate, the affordable housing market is experiencing unparalleled growth and challenges and our aim is to support all companies operating within this sector, from fledgling businesses to mature, fully operational providers.

Our service spans from initial investment advice including Market Research, compliance and consultancy through to sales, marketing and customer care. We have a team whose background and core knowledge lies firmly within the affordable housing sector.

With our wealth of experience in property marketing, the Countrywide team bring expertise, creativity and innovative ideas to every project we take on. Our skills encompass all the latest marketing disciplines from branding and strategy through to brochures, sales materials and digital content.

We advise and support on everything from specification to pricing, marketing and sales management. We'll help you to ensure that you're developing the properties people want, at the right price, and that they are marketed effectively with high quality marketing collateral, and point of sale material.

Unlike many agents, our new homes campaigns are created by our own in house team of new homes marketing experts. Their considerable experience in volume new homes sales means they produce innovative campaigns within well managed marketing budgets.

THE SERVICES WE OFFER INCLUDE:

- ✓ Marketing strategy
- ✓ Market Research & Demand for products
- ✓ Branding & logos
- ✓ Photography & CGIs
- ✓ Hoardings, signage & promotional banners
- ✓ Digital campaigns including email, web development, advertising on property portals & wider online advertising
- ✓ Creation of promotional materials & brochures
- ✓ Scoping, creating & managing show flats & sales suites
- ✓ Media planning & advertising

Look out for our podcast series covering the latest shared ownership topics on countrywide.co.uk/shared-ownership

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Exceptional sales results

Our track record for delivering outstanding sales rates is second to none. We achieve and often exceed targets through our vastly experienced sales and marketing team. Our aim is to work closely with you throughout the sales process to meet your expectations at every step of the journey.

ABBEY PLACE, LONDON

Abbey Place is a development we are acting on behalf of CBRE Investment Management in London.

This superb scheme is a mix of 173 shared ownership and rental units, consisting of one and two bedrooms and 73 private apartments. Ideally located on the Elizabeth line, the apartments offer stylish and well designed living space for a range of buyers.

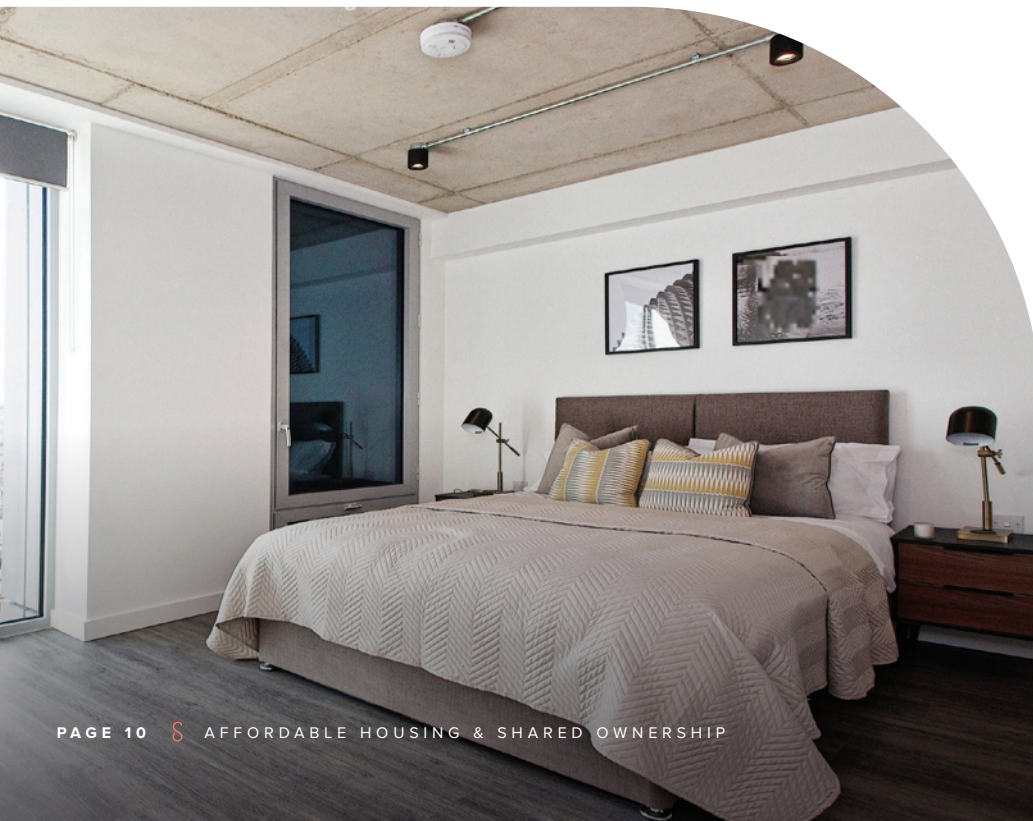
We provided full strategic sales and comprehensive marketing support - from development branding through to development set-up and digital launch activity.

Our dedicated new homes marketing team project managed all aspects of the launch campaign, project managing roll-out of each promotional activity and ensuring the best possible results.

Our predicted sales rate of 4 per week was exceeded from the outset due to the professionalism and expert handling of every aspect of the project by our specialist shared ownership sales & marketing team with all KPIs exceeded.

SALES RESULTS

- ✓ 22 off-plan sales were agreed within 6 weeks of launching, resulting in Phase One selling out.
- ✓ Over 50% sold off-plan within 8 months and 80% total units sold in 15 months, achieving a consistent sales rate of 2 per week.
- ✓ We attended the London Home Show in the Autumn following the launch, our sales team achieved 240 leads which led to 11 sales. We achieved a further 650 leads the following Spring at the event and maintained an impressive sales rate.



We aim to surpass your expectations on every project, support all aspects of the process and deliver impressive sales rates which are a true reflection of the skills and expertise within our Sales & Marketing team.



Setting up your development

The strength and depth of skills within our team is second to none. We have sold thousands of properties, exceeded KPIs for income, sales rates and levels of customer service.

We work with Local Authorities and Registered Providers on a wide range of topics from Shared Ownership set-up and strategy to establishing Registered Provider status. This is an integral part of our service and skill set as more providers wish to enter the market.

We will work with you to ensure that you have the very best chance to achieve exceptional results for your business through our range of industry specific services. This starts with our understanding your requirements from full site set up and bespoke applicant qualification process and mortgage application service, educating buyers of scheme benefits whilst ensuring total compliance.

Our dedicated industry trained sales progression team handle all transactions, engage with all stakeholders through the process creating a seamless customer journey and driving down timescales from reservation to exchange.

We understand how important it is for you to keep your internal Leadership team and key stakeholders updated. We'll provide regular, well-produced reports that make it easy for you to present back on progress. We can even represent you at meetings if you prefer to free up your time for other activities.

When it comes to liaising with customers on your behalf, we'll provide excellent quality service giving clear guidance and friendly support.

They'll get the personal touch that's so important during home sales, especially for first time buyers. Above all we'll ensure it's an efficient, viable process that follows the ever-changing and often complex regulations surrounding property sales, especially for grant-funded developments.

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Setting up your development (continued)

There's so much that can affect the return on investment or even the viability of a development project - we can help.

We will help/guide you invest in the right aspects of each development, save money where possible, and secure the optimum price for each home. We can provide pre acquisition, market intel and demand advice.

SITE SET UP

We will work with you to ensure that everything is ready for when the site is handed over. This includes RICS valuations, creating a sales and marketing plan and helping you to understand any S106 obligations, making sure you are ready to go to market.

MARKETING

Our marketing team will create and implement a comprehensive plan including branding, digital marketing, promotional brochures, arranging a show home, advertising on web portals and raising awareness through PR activities.

QUALIFYING APPLICANTS

Naturally you need to be fully compliant with all relevant regulations.

To aid this process:

- ✓ Our mortgage advisors ensure that every applicant is pre-qualified, and their affordability checked using the HCA calculator before arranging a viewing or taking a reservation
- ✓ And make sure each applicant has a Help to Buy Agent approval reference number or have completed your application form.

SUPPORT APPLICANTS

We want to make sure the sales process is as smooth as possible, so we will assist applicants with completing any formal documentation that is needed to move their sale on.

VIEWINGS

Our professional sales team have experience of arranging open days and carrying out accompanied viewings.

SALES PROGRESSION

Throughout their journey we will ensure that all buyers have access to conveyancing specialists. We will support them throughout the sales process and make sure we meet any agreed timescales set for exchange and completion.

COMPLETION

On the day of completion we can assist with the handover to the buyer and, if required, carry out home demonstrations.

REVIEW, REPORT AND RECOMMEND

Throughout the process we will supply you with data and analysis aligned to your KPIs. We will continually review our performance and make recommendations on how we can improve the service to you and the buyers on future developments.

COMPLIANCE

All our policies and procedures are Homes England compliant and audit ready.

A team to trust

Our Affordable Housing Team within the Countrywide Land & New Homes team have held critical positions and worked for many years with large regional providers successfully leading on sales, marketing and the management of residential property.

Led directly and managed through the Regional sales teams and Hubs, they will ensure the smooth delivery of your project and most importantly, that your objectives are met.

THE LIST OF SKILLS WITHIN OUR TEAM IS ENDLESS, BUT AMONGST THEM WE HAVE:

- ✓ Sold hundreds of properties ensuring we have exceeded KPIs for income, sales times and levels of customer service.
- ✓ Set up and managed Help to Buy agents, developed and delivered the equity loan product: MyChoice HomeBuy, along with several other providers.
- ✓ Worked with the National Housing Federation (NHF), Chartered Housing Association (CHA) and Council of Mortgage Lenders (CML), advising on product development.
- ✓ Detailed knowledge and experience of Low Cost Home Ownership Products.
- ✓ Advised LAs and RPs on home ownership, sales and marketing, risk mitigation, governance, process and procedure.
- ✓ Ran fully integrated marketing campaigns to raise awareness, drive sales leads and ensure a timely sale of properties.

AN IMPRESSIVE LIST OF CLIENTS WHO TRUST OUR TEAM



We become an extension of your team, an experienced partner you can trust, representing your company in the very best light.





For more information, please contact the
Countrywide Shared Ownership Team today.

Owen McLaughlin

Managing Director, UK

07734 979132

owen.mclaughlin@countrywide.co.uk

Roy Hind

Shared Ownership Director

07590 312522

roy.hind@countrywide.co.uk

All of our services can be white labelled and our membership to the Chartered Institute of Housing means we are fully subscribed to the CIH Shared Ownership Charter, meaning we are committed to working to achieve best practice in the delivery of Shared Ownership services.

countrywide.co.uk/shared-ownership