



shared ownership
sales & marketing services



barnard marcus
land & new homes

We fully understand that shared ownership is about delivering genuinely affordable, high quality housing for those on average or low wages

The barnard marcus Shared Ownership Team, as part of the barnard marcus land & new homes division, is hugely experienced in helping our clients in the affordable sector deliver homes that suit families of all sizes, often with limited budgets. We appreciate that our clients' customers are at the centre of everything they do and we ensure that each customer journey is as stress free and enjoyable as possible.

We also understand that our shared ownership clients are delivering homes with a social purpose and are creating new communities, quite often as part of a larger urban regenerations.

We know that when you instruct us to sell on your behalf, that we are also representatives of your company and its core values and always strive to exceed expectations at every opportunity.





Our local knowledge and marketing expertise will ensure your development's success

The barnard marcus Shared Ownership Team provides the highest quality sales and marketing services to housing associations, local authorities and developers. We 'tailor make' each and every marketing campaign to ensure that this generates the best response possible.

Our on and offline marketing campaigns are designed to drive high levels of traffic to your development, ensuring the required levels of enquiries and subsequent shared ownership sales.

With our London-wide coverage, supported by our surveying, conveyancing and specialist mortgage services, we are able to provide a full end-to-end service aimed at maximising your sales rates.

We appreciate the importance of ‘the customer journey’ and all that entails

When selling shared ownership developments for you, we appreciate that we are not only your ‘shop window’ but ambassadors for your brand and business. All customers will be guaranteed a well-organised, friendly service and that’s fully compliant with all current regulations and best practice.

We are fully committed to achieving best practice in the delivery of all our shared ownership services and will review all areas of performance with you at our regular development sales meetings, held at a time to suit you and your business.



Meet the team



Peter Krelle
Director, Shared Ownership Sales
07778 187943 peter.krelle@barnardmarcus.co.uk



Sarah Hewitt
Board of Management Partner
07827 812640 sarah.hewitt@barnardmarcus.co.uk



Sarah Jones
Board of Management Partner
07970 442331 sarah.jones@barnardmarcus.co.uk

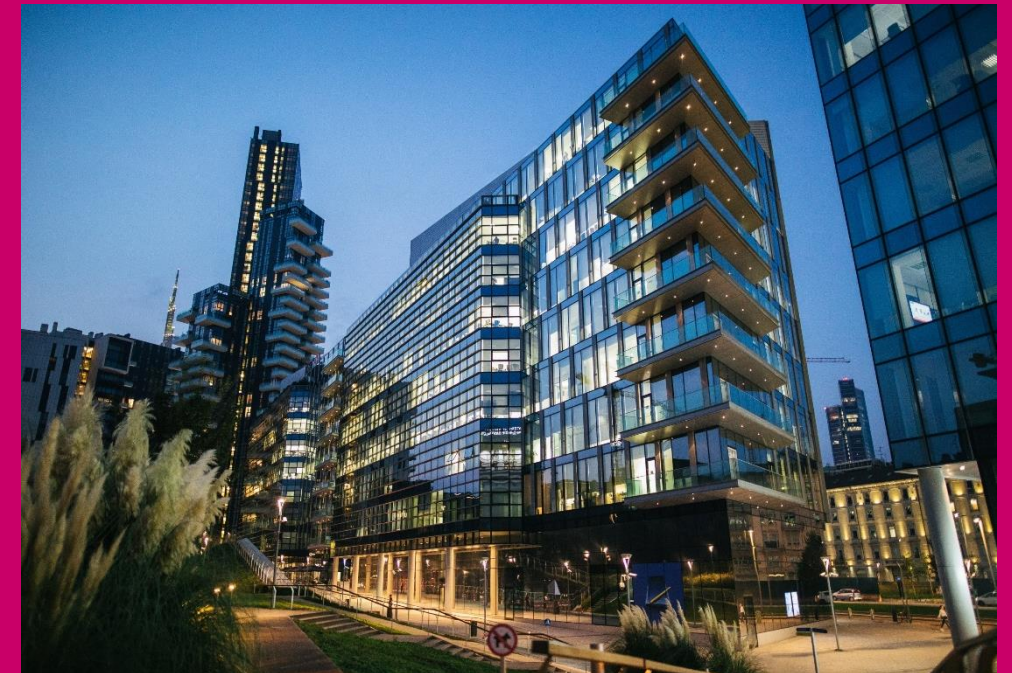


Heidi Rhodes
New Homes Partner
07821 589984 heid.rhodes@barnardmarcus.co.uk



Claire Yates
New Homes Partner
07903 751886 claire.yates@barnardmarcus.co.uk

Our team's experience encompasses a wide and diverse portfolio – everything from shared ownership and shared equity sales through to affordable rented projects



Our Shared Ownership marketing services include

- Logo/brand development
- Eye catching brochures, design & print
- CGI production
- Hoarding and site signage design
- Development microsite, design & build
- Development & lifestyle videos
- Advertisement design
- Radio advertising – scripting & production
- Email campaigns, fully ‘trackable’
- Static and digital window displays
- Development models
- Animated ‘fly-throughs’
- Drone photography or videography
- Show Home photography



// We're all about added value - ensuring maximum return for our clients from each and every project.

Sarah Hewitt, Board of Management Partner

Planning your sales & marketing campaign is as important as executing it - our team will work with you to ensure sales success from 'the off'

Amongst a range of wider services, our team can help you plan and implement the following

- Marketing suite or show home set up, on going management & staffing, including recruitment
- Launch events planning and open weekends
- Show Home interior design
- Tailored end user & investor furniture packs
- Second fix new home 'smart' technology
- Mortgage and insurance services including Help to Buy





Supported by a team of specialist mortgage advisors with an in-depth knowledge of shared ownership

Our group's long-standing relationships with our lender partners means that we can often offer exclusive, market leading rates. Our lending is controlled by robust processes to ensure the highest quality of service to our clients' customers and our customer focused approach to mortgage provision, through our large network of mortgage consultants and their support teams is why customers come back to us time and time again.

Our unique services include:

- Dedicated team of mortgage specialists accredited in all aspects of shared ownership
- On-site advice to customers
- Central helpline
- Support at launches and events
- Customer portal mapping progression etc.

We understand your business and offer a truly flexible approach combining a package of services with multiple benefits

The benefits include:

- Dedicated experienced specialists across all services
- Access to a unique portal allowing real time updates
- Bespoke market intelligence including competitor analysis
- Local to site, high street presence
- Tailored marketing strategy including digital marketing and national PR
- Housing market insights sharing real national and regional data and trends
- Bespoke valuations and pricing reports from our nationwide team of RICS surveyors
- Highly skilled branch site staff with extensive new build and shared ownership knowledge





An award-winning team with a track record you can really trust

At Barnard Marcus Shared Ownership we are delighted to act for clients time and time again and find that over 40% of our business comes through industry recommendation. But don't just take our word for it.

The following endorsements come from current or recent clients.

//

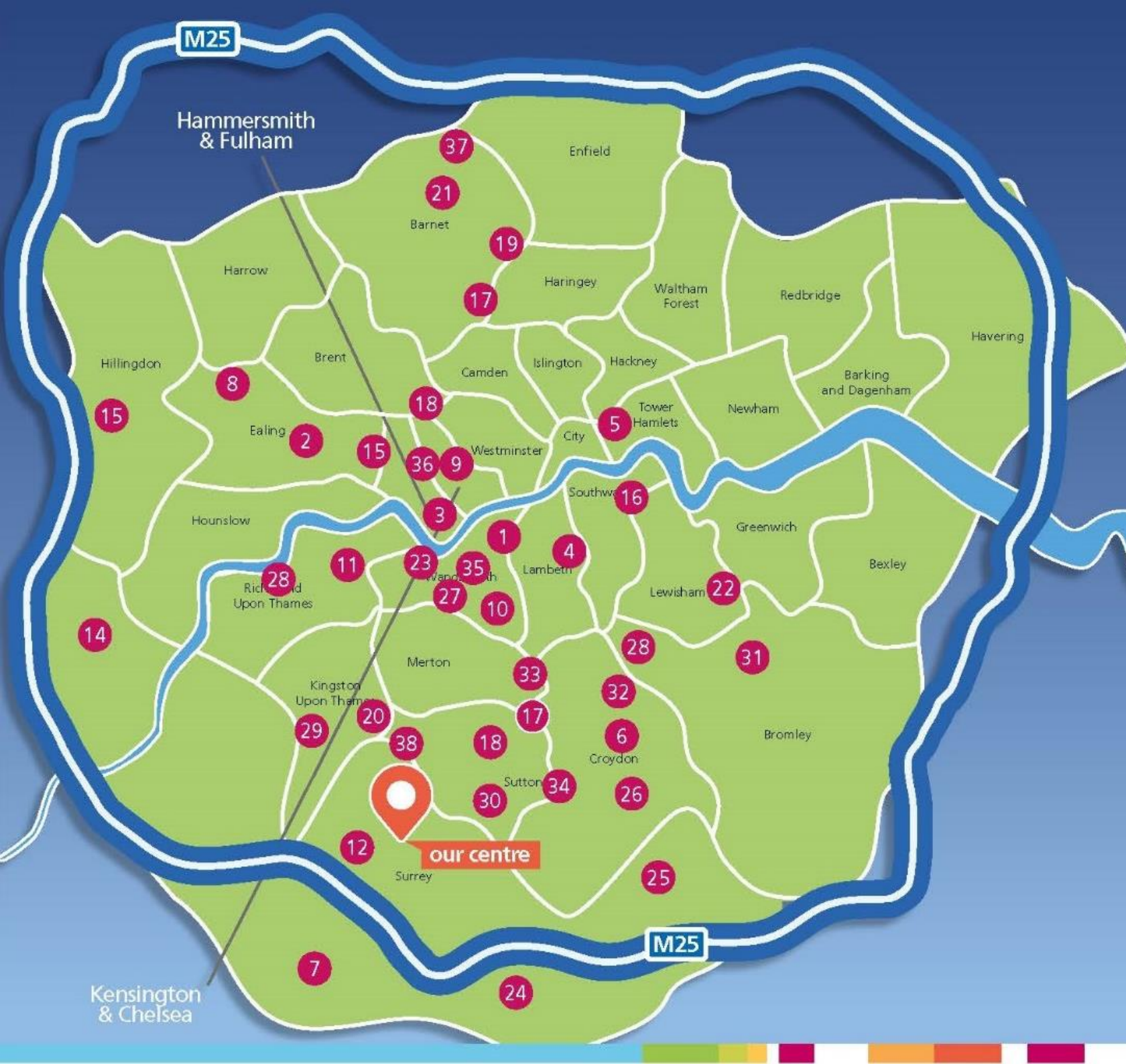
Sarah Hewitt is an exceptional New Homes specialist who understands how to drive the Barnard Marcus team to overachieve. Sarah and her team have excelled on all of the schemes they have been instructed on.

//

We appointed Barnard Marcus on our most recent development and they achieved exceptional prices for us in what was a very tough and competitive market.

//

Barnard Marcus did a superb job for us selling Warriner Gardens in Battersea. They proactively approached buyers in more affluent parts of London which resulted in excellent achieved prices.



Our regional office network

1. Battersea
2. Bedford Park
3. Chiswick
4. Clapham
5. Covent
6. Garden
6. Croydon
7. Dorking
8. Ealing
9. Earls Court
10. Earlsfield
11. East Sheen
12. Epsom
14. Feltham
15. Hayes
16. Kennington
17. Mitcham
18. Morden
19. Muswell Hill
20. New Malden

21. North Finchley
22. Peckham
23. Putney
24. Redhill
25. Sanderstead
26. South Croydon
27. Southfields
28. Streatham
29. Surbiton
30. Sutton
31. Sydenham
32. Thornton Heath
33. Tooting
34. Wallington
35. Wandsworth
36. W. Kensington
37. Whetstone
38. Worcester Park

"We truly understand our clients' needs & wants and not only strive to meet these, but also to exceed expectations too

Sarah Jones, Board of Management Partner

specialist shared ownership
sales & marketing services from



barnard marcus
land & new homes

429 Kingston Road, Ewell, Epsom KT19 0DB
T 0208 394 2993

www.barnardmarcus.online/shared-ownership