

**new homes** - technical knowledge  
expertise - management - sale  
site appraisal - **marketing**  
market research - specification  
**track record** - advertising  
design - success - brochure  
track record - **sale**



## Who we are....

New Homes Shop is a specialist new homes marketing company, providing developers with a source of considerable expertise at every stage of the new homes marketing process. From appraising a potential site, advising on design and specification, to managing every aspect of the sales process, our comprehensive services provide all the benefits of an in-house sales and marketing department without the overheads. Our completed sites page showcases our track record, with every scheme successfully completed within the required time frame and achieving or exceeding the selling prices anticipated at the outset. With our proven track record, we are confident that our experience, expertise and commitment provide a unique service which truly is 'more than you would expect'.

### Kate Harrill

Started New Homes Shop in 1991 after a successful career with Midas Homes (now Linden Homes) and was instrumental in creating and evolving the product. She set up and ran an in-house sales and marketing department dealing with every aspect of the direct sale of new homes from land appraisals onwards. She left to set up an independent company which could offer a number of developers the specialist skills they might otherwise be unable to access without employing several members of staff. With more than 35 years' experience in the sale and marketing of new homes, Kate has created a strong team within New Homes Shop.

### Emma Hickson

Leads and manages the New Homes Shop operation and has an excellent understanding of the construction process and current regulations, routinely dealing with a wide range of queries which arise during the pre-planning and operational phase of a development. She is able to carry out market appraisals of potential new sites and is actively involved in considering design detail and appropriate specification for projects, liaising with architects and clients. She oversees the on-site sales operation, site presentation, show homes and sales centres as well as the day to day operational aspects of the Company's activities.

### Sandra Waters

Is responsible for producing kitchen designs and adding electrical and heating layouts to site drawings, ensuring that all the right information and updates are distributed to those who need it. She deals with requests for alterations and extras, processes purchaser colour choices and orders some finishes for the new homes. By liaising regularly with colleagues, sales staff and clients, she ensures that everyone is working with accurate information at all times. Sandra also oversees advertising and brochure production.

### Jenine Thorne

Is the newest member of the team and is responsible for both systems and information management as well as ensuring online property portals are kept up to date and display accurate information on the properties being marketed. She maintains the raft of admin systems which underpin the operation of the Company and which allow information to be easily found when needed by clients, purchasers and colleagues, all of who value her attention to detail and professionalism. She is also responsible for monitoring, analysing and maintaining our extensive library of competitor information.



## Pre-build services...

We provide you with our comprehensive knowledge of the new homes market from the earliest stage of a development project. By working with you from the beginning, we can bring you the benefit of our extensive experience to ensure that we help you lay the 'building blocks' of a successful and profitable site.

We believe that if you work with us you will be left with a lasting impression of our integrity and professional approach to all aspects of our work.

- ▣ Market research and site appraisal
- ▣ Sales and Marketing Strategy
- ▣ Liaising with architects on design
- ▣ Assisting preparation of legal documents
- ▣ Predicting selling prices and rate of sale
- ▣ Forward planning and organisation
- ▣ Advising on specification and suppliers
- ▣ Organising Management Company set-up

The comprehensive service that we provide throughout the whole development process is second to none.



## The-build process...

Our excellent co-ordination skills allow you to concentrate on other priorities, secure in the knowledge that we are efficiently managing the day to day sales and marketing operation.

We act as a hub for the vast amount of information generated in the process and with strong lines of communication and excellent information management skills, we ensure that you always have the details at your fingertips.

- ❑ Production of detailed kitchen layouts
- ❑ Assistance with heating/electrical layouts
- ❑ Advertising Management
- ❑ Proactive contract progression
- ❑ Reporting on Sales & Marketing progress
- ❑ Purchaser colour choices and extras
- ❑ Excellent information management
- ❑ Effective communication
- ❑ Reviewing selling prices

Our individual and team skills allow us to maintain a friendly and professional relationship with each of our clients, all of whom respect our commitment, hard work and determination to succeed.



## On-site sales operation...

We will monitor and suggest actions which need to be taken to secure sales and increase prices whenever possible. We deal with the routine operation and management of an on-site sales presence. Our attention to every detail, from recruitment and training of the right sales staff to ensuring the showhome remains immaculate, guarantees a highly professional image and good level of customer care.

- Set up of sales centre and showhome
- Organisation of promotional events
- Recruitment and management of Sales staff
- Management of on-site sales process
- Manage the Contract exchange to ensure 28 days met
- Inspection and snagging
- Handover of completed houses
- Management of after sales items

By constantly monitoring the market, we know the right way in which to market your new homes, making your product competitive and ensuring sales are secured in the shortest time for the maximum price.

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**MORE THAN YOU WOULD EXPECT**



[www.newhomesshop.co.uk](http://www.newhomesshop.co.uk)