



# Countrywide Shared Ownership

Sales and marketing service

  
**Countrywide**  
integrated solutions local expertise



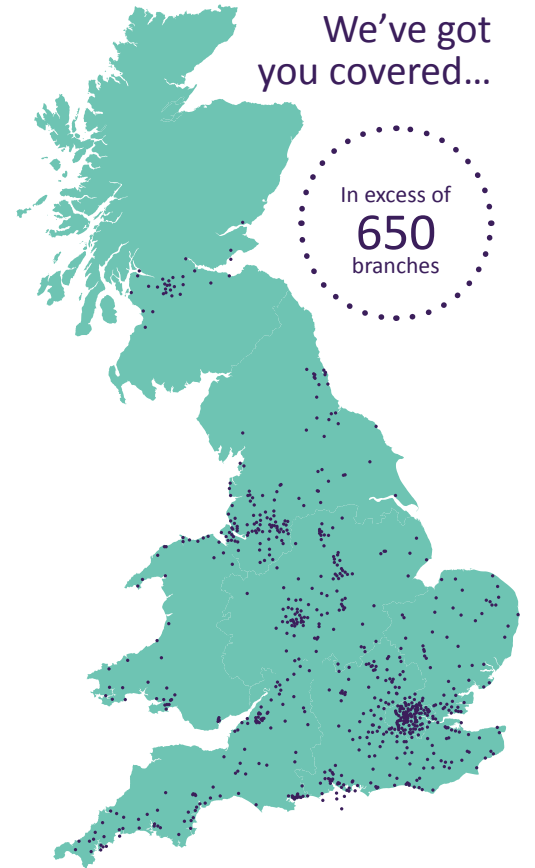


## Our expertise, your success

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

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

We've got  
you covered...







## We've walked in your shoes...

Countrywide Shared Ownership 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, shared ownership 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.



### Michael Miller

Commercial Director,  
UK Sales and Lettings  
07741 027672  
michael.miller@countrywidenorth.co.uk

Having 30 years' property sales experience, Michael is a senior figure within the new homes team achieving outstanding results for clients as well as ensuring efficient customer journeys, which is critical to the delivery of our Shared Ownership services.



### Emma Leahy

Divisional Shared Ownership  
& Affordable Homes 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

Divisional Shared Ownership  
& Affordable Homes 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.



### Roy Hind

National Shared Ownership  
& Affordable Homes Director  
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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.



### 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.



### 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 and Marketing

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.

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.

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
- Branding and logos
- Photography and CGIs
- Hoardings, signage and promotional banners
- Digital campaigns including email, web development, advertising on property portals and wider online advertising
- Creation of promotional materials and brochures
- Scoping, creating and managing show flats and sales suites
- Media planning and advertising



# Customer satisfaction

We'll be exemplary ambassadors for your business. Your customers will experience a well-organised, friendly process and we'll make sure that you're fully compliant with all relevant regulations and best practice. 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.

## Family buy dream coastal home thanks to Shared Ownership

It was always Debbie and her husband's dream to own a home in the picturesque village of St Agnes, situated on the North coast of Cornwall.

When the couple found they were expecting, they began to look at ways in which they could make their dream come true. When their beautiful daughter Gracie was born, the pressure was really on to find somewhere suitable for their young family.

But with house prices so high in their preferred locations, as well as the usual outgoings, which now included nursery fees, escaping their rented rundown bungalow in Porthtowan seemed impossible.

However, thanks to the Shared Ownership scheme, the couple were able to put down a 5% deposit of the 50% share to buy a brand new 3-bedroom end-of-terrace home in St Agnes, built by Beechgrove Homes, part of the Sanctuary Group and one of our premier developers.

Debbie said: "Living within walking distance of the beach really is a dream come true. St Agnes is a gorgeous village and the local community have made us feel really welcome.

The development itself is fantastic and includes a great play area which our daughter loves. Charlotte, the sales manager at Countrywide, was so helpful and guided us through the whole process. In fact, we became firm friends and are still in touch to this day!"







## Setting up your development

With our national coverage and unrivalled knowledge of the housing market, we can advise you on the best strategies to maximise your returns, whilst achieving optimum values and rate of sale.

Our team will work with you to ensure that you give yourselves the very best chance to achieve exceptional results for your business through our range of services (sales, valuations, conveyancing) tailored to suit your needs.

Of course, a viability study means making sure that all factors in the local market are considered, which is where our integrated solutions such as the unrivalled market research function, combine perfectly with our local expertise led through our Regional New Homes teams and our significant Branch network.

**When you come to us for help, we'll become an extension of your team. An experienced partner you can trust to represent your company in the very best light.**

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.

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.

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





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

We can help.

We make sure you invest in the right aspects of each development, save money where possible, and secure the optimum price for each home.

- ✓ **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.

# A Team to Trust

Our colleagues within the Countrywide 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, 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.

Our team is trusted by many clients who include:





**Owen McLaughlin**

Managing Director, UK

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National Shared Ownership & Affordable Homes Director

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