



# Countrywide New Homes

The complete service you need  
to sell your development

  
**Countrywide**  
New Homes



## Our expertise, your success

Countrywide's specialist New Homes team provides high-quality, bespoke sales and marketing services to all developers, from a single bespoke home to vast multiple unit schemes.

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 custom-built, yet dynamic addition to your sales team.

Here are some of our many brands...

TAYLORS

Slater Hogg & Howison

Palmer *Snell*

John Francis

bridgfords

**B**  
blundells

FREEMAN  
FORMAN

Abbotts

fulfords <sup>G</sup>  
ESTABLISHED 1963

Entwistle  
Green

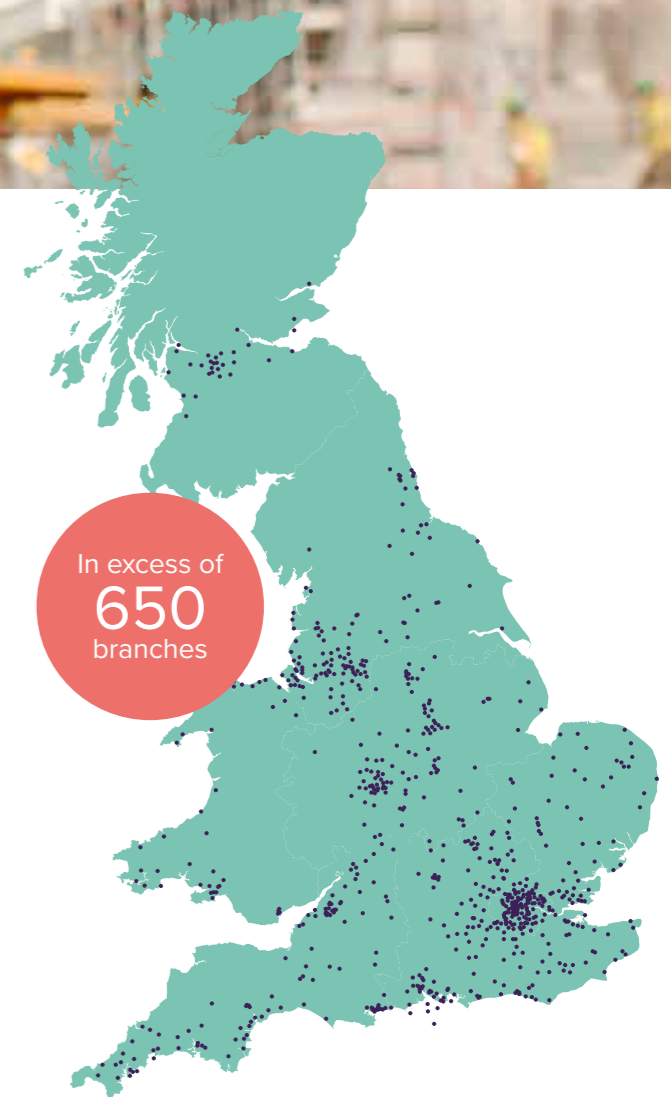
DIXONS

Bairstow eves

MANN

Morris Dibben

In excess of  
**650**  
branches



**Our knowledge and  
experience has grown,  
to exceed your ambition**



## Meet your new homes 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 needed to succeed.



### **Roy Hind**

National Shared Ownership  
& Affordable Homes 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.



### **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.



### **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 Local Authority owned development companies, regional and national housing associations and top 10 UK housebuilders. A great asset to both the Company and its 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 the 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

Karen started her career in the industry at Countrywide in 2013, as a trainee sales negotiator. She later decided to work directly for a developer where she began her marketing career in 2018, progressing to marketing co-ordinator. Karen has since returned to Countrywide to work in the new homes marketing team.

## The regional new homes team

### **Hilary Harman**

Director – Central Counties  
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hilary.harman@countrywide.co.uk

### **Darrin Carter**

Director – Scotland, North England  
& East Midlands  
07714 957499  
darrin.carter@countrywide.co.uk

### **Louise Coles**

Director – South West  
07850 721904  
louise.coles1@countrywide.co.uk

### **Nathan Butler**

Director – North Wales,  
West & Birmingham  
07921 061234  
nathan.butler@countrywide.co.uk

### **Adam Smith**

Director – South Coast & Kent  
07711 454689  
adam.r.smith@countrywide.co.uk

### **Paul Hughes**

Director – London & Home Counties  
07879 461803  
paul.hughes@countrywide.co.uk

### **Jeff Welsh**

Director – Anglia  
07591 190627  
jeff.welsh@countrywide.co.uk

### **Martyn Swinson**

Director – Central South & Wales  
07734 743376  
martyn.swinson@countrywide.co.uk

A photograph of a family of three—a man, a woman, and a young girl—laughing heartily together on a couch. The man is on the left, the woman is in the center, and the girl is on the right. They are all smiling and laughing, creating a warm and joyful atmosphere. The background is slightly blurred, showing a home interior.

## Customer satisfaction

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

All of our services are white-labelled, meaning we are committed to achieving best practice in the delivery of new homes services.

*"I had to email you in regard to your member of staff Elizabeth who has helped my daughter Nikita. The service provided was outstanding, she could not have done, or helped more in the process of my daughter buying her first property. It was not just the constant contact, but keeping her updated at all times even when she was not working. The whole process, from the time she viewed the property to the point of exchange and afterwards was exceptional."*



## 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.

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.

But we'll ensure it's an efficient, viable process that follows the ever-changing and often complex regulations surrounding property sales.

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 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**

Our agents and mortgage advisors ensure that all applicants are qualified to purchase a new home before reserving at your development.

✓ **Support buyers**

We want to make sure the sales process is as smooth as possible, so we will assist buyers 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**

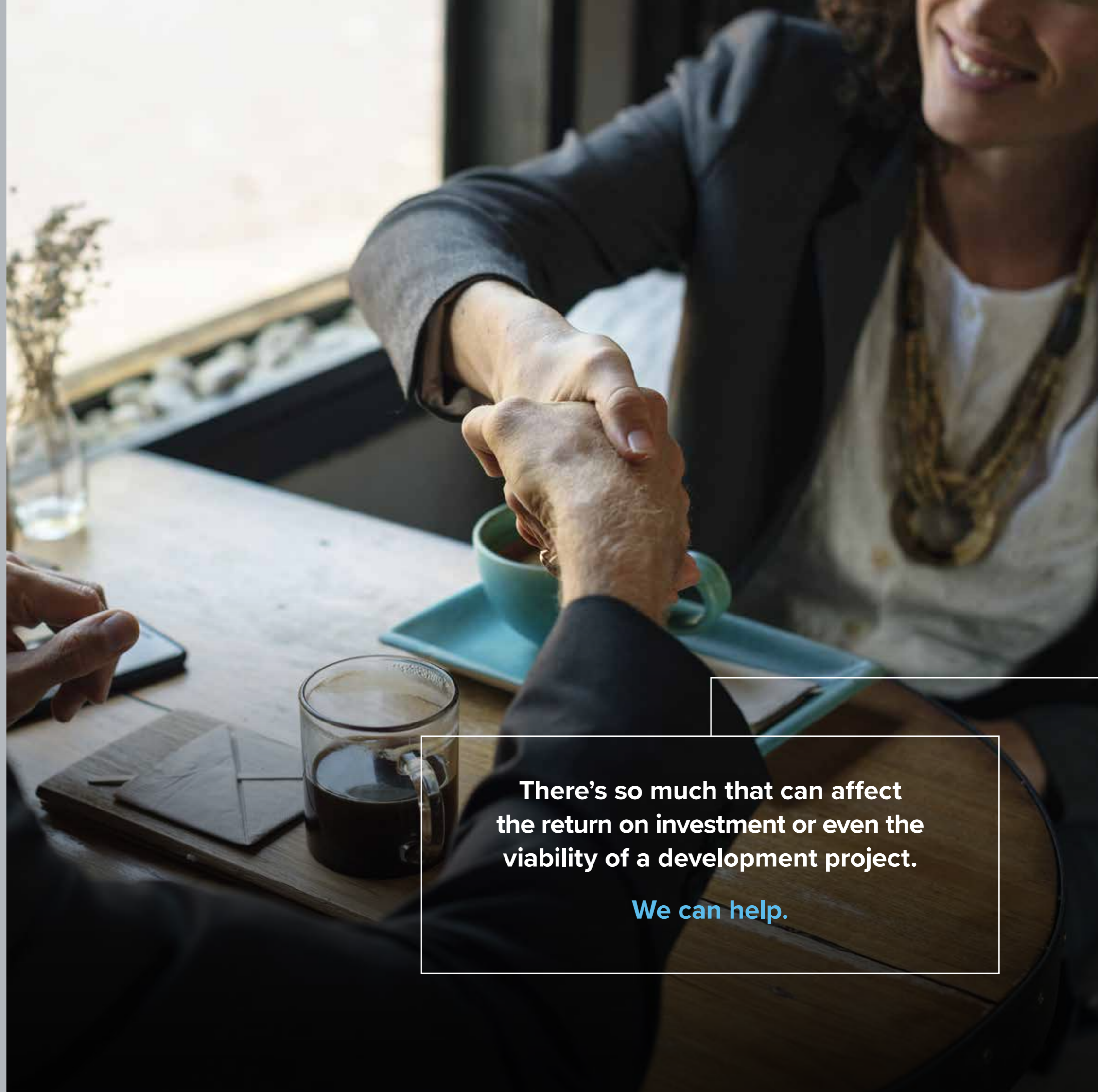
On the day of completion we can assist with the handover to the buyer and, if required, carry out home demonstrations.

✓ **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.

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

**We can help.**



## A Team to Trust

Our colleagues within the Countrywide New Homes team have all held critical positions and worked for many years within the sector, successfully leading on sales, marketing and the management of residential property.

Led directly and managed by the Regional leadership teams, we 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.
- Provided detailed Pre-acquisition and pre-sales, research and strategic advice, enabling our clients to make the best decisions.
- Set and manage HTB allocations working closely with relevant regional home buy agents.
- Detailed knowledge and experience of selling new homes off plan, as well as with or without moving schemes such as Help to Buy, Shared Ownership/ Equity and Part Exchange.
- Run fully integrated marketing campaigns to raise awareness, drive sales leads and ensure a timely sale of properties.





# Don't take our word for it...

**“Countrywide’s propositions are always compelling and bespoke – suiting the needs of the scheme in question, and considerable thought is always put into delivering an outcome in line with the briefing document and the intricacies of the scheme in question. I believe Countrywide always view each site independently as each site is different on all levels.**

Countrywide manage and staff our show homes – and in doing so they employ on-site sales staff and account managers. Their choice in recruitment has always been appropriate and we are always included in any employment decisions associated with our business. They manage their people well and their focus on results and customer service drives strong performance.

The scale of the Countrywide business and the knowledge that exists within it means we get quality advice on valuation, mix type and required specification on our schemes. Furthermore, the associated services they provide such as Mortgage Bureau, central sales progression and their conveyancing proposition demonstrate that they totally understand the requirements of house builders, completing transactions in timeframes that are within our expectations.

The emphasis on honesty, integrity and transparency is demonstrated daily and as such the relationships between their sales managers and our team are strong, in addition to the relationships between respective senior leadership. Challenges are always discussed and appropriate plans laid down to proactively tackle issues that we know exist on complex sites. They hold true to their own core values and embrace ours.”

**National Sales Director,  
Large Corporate Housebuilder**



**“When we first found an opportunity to buy this site, Owen and the Countrywide team provided considerable advice on design, specification and pricing to help us put the pre-acquisition plans in place to make sure that we could get to the market with a product perfect for the location.**

When we launched, we had been able to get all of the pre-contract work done, again with support from the Countrywide team. They also handled all of the Help to Buy registration work for us and made sure we

were able to offer that to any buyers who required help. We found the sales staff that were allocated to the site to be outstanding from start to finish, keeping both our team and the buyers well informed about every step in every sales transaction. All 46 units sold with a gap of less than 12 months between first reservation and final exchange – a great result with prices that far exceeded my initial expectations.”

**Managing Director,  
Regional SME Housebuilder**

[www.countrywide.co.uk/newhomes](http://www.countrywide.co.uk/newhomes)

  
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