

**a one stop-shop for house
builders and developers**



barnard marcus
land & new homes

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

The Barnard Marcus London New Homes team provides the highest quality sales and marketing services to all our clients, regardless of the size of a development. 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 prospective buyers to your development, ensuring the required levels of reservations and subsequent sales.

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





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**our team's experience
encompasses a wide and diverse
portfolio – everything from
boutique developments right
through to major urban
regeneration projects**



meet the new homes team



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we fully appreciate the importance of 'the customer journey' and all that entails

When selling 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 new homes 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.



Year	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Revenue	100	110	120	130	140	150	160	170	180	190	200	210	220
Profit	30	35	40	45	50	55	60	65	70	75	80	85	90
Expenses	70	75	80	85	90	95	100	105	110	115	120	125	130
Assets	50	55	60	65	70	75	80	85	90	95	100	105	110
Liabilities	20	22	24	26	28	30	32	34	36	38	40	42	44
Equity	30	33	36	39	42	45	48	51	54	57	60	63	66

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



our new homes marketing services include

- Logo/brand development
- Eye catching brochures, design & print
- CGI production
- Hoarding and site signage design
- Development microsite, design & build
- 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



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

At Barnard Marcus land & new homes 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.

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

HEAD OF SALES, SHANLY HOMES

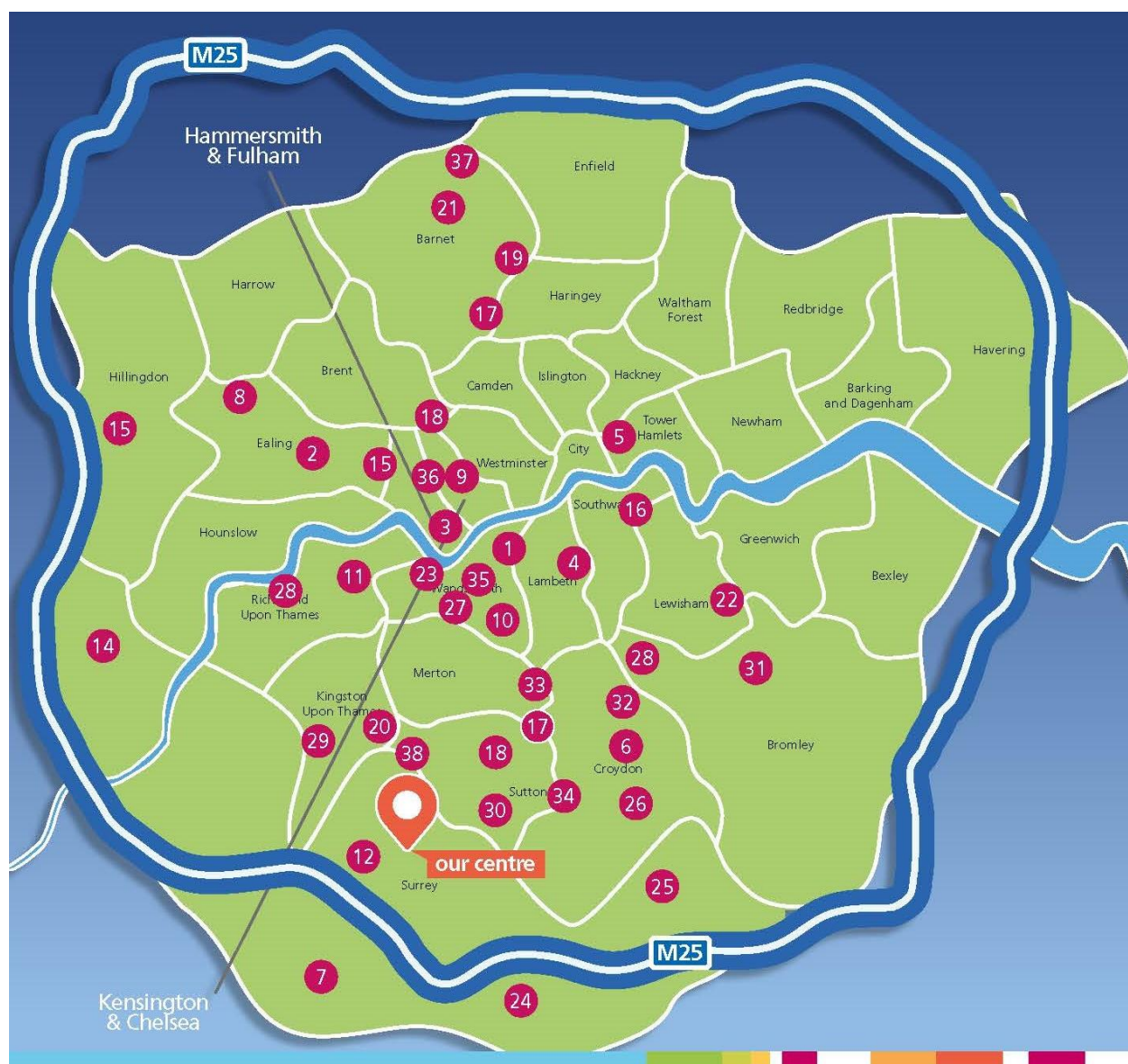
“ Sarah Hewitt is an exceptional New Homes specialist who understands how to drive the Barnard Marcus team to overachieve. Sarah and her team have excelled on all of the schemes they have been instructed on “

PRIVATE SALES MANAGER, NHHO

“ 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 “

SALES MANAGER, QUANTUM HOMES

Our regional office network



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|------------------|--------------------|--------------------|---------------------|
| 1. Battersea | 12. Epsom | 24. Redhill | 35. Wandsworth |
| 2. Bedford Park | 14. Feltham | 25. Sanderstead | 36. West Kensington |
| 3. Chiswick | 15. Hayes | 26. South Croydon | 37. Whetstone |
| 4. Clapham | 16. Kennington | 27. Southfields | 38. Worcester Park |
| 5. Covent Garden | 17. Mitcham | 28. Streatham | |
| 6. Croydon | 18. Morden | 29. Surbiton | |
| 7. Dorking | 19. Muswell Hill | 30. Sutton | |
| 8. Ealing | 20. New Malden | 31. Sydenham | |
| 9. Earls Court | 21. North Finchley | 32. Thornton Heath | |
| 10. Earlsfield | 22. Peckham | 33. Tooting | |
| 11. East Sheen | 23. Putney | 34. Wallington | |

we'd be delighted to hear from you and we provide guidance and appraisals every step of the way

- Pre-acquisition appraisals
- Pre-planning appraisals
- Post planning (granted) appraisals
- Full sales & marketing reports including expansive detailed S&M strategy

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

Sarah Jones, Board of Management Partner



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