



barnard marcus  
land & new homes

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[www.barnardmarcus.co.uk/services/new-homes](http://www.barnardmarcus.co.uk/services/new-homes)



**A complete new homes  
marketing service**



## **Our sales strategy & industry knowledge is only matched by our unique new homes marketing proposition**

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 and we 'tailor make' each and every marketing campaign to ensure that they 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 are achieved.

Our team's experience encompasses a wide and diverse portfolio – everything from boutique developments right through to major urban regeneration projects – and we ensure each and every campaign is designed to maximise your needs and results.







## Our new homes marketing services include

- Logo/brand development
- Eye catching brochures – including copywriting, research & design
- CGI production & staging
- Hoarding and site signage design & supply
- Development microsite - design & build
- Bespoke development and lifestyle video production, ideal for sales centres and show homes
- Advertisement design & artwork supply
- Radio advertising - scripting & production
- Email campaigns - fully 'trackable'
- Social media campaigns including Facebook and Instagram
- Static and digital window displays
- Window graphics
- Development models
- Animated 'fly-throughs'
- Drone photography and/or videography
- Show Home photography

To discuss these services in more detail, to see examples of our marketing or to discuss any other marketing service you may require, please call barnard marcus land & new homes on 0208 394 2993.



**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

