



barnard marcus
land & new homes



shared ownership
Sales & Marketing Services

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

The Barnard Marcus Shared Ownership team provides the highest quality sales and marketing services to housing associations, local authorities and developers. 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 traffic to your development, ensuring the required levels of enquiries and subsequent shared ownership sales.

With our London-wide coverage, supported by our surveying, conveyancing and specialist 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
shared ownership and shared
equity sales through to
affordable rented projects**



meet the shared ownership team



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

When selling shared ownership developments 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 shared ownership 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.

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

A photograph of a modern glass skyscraper at night. The building features a grid of windows and several prominent balconies with glass railings, all of which are illuminated from within. The sky is a deep blue, and other city buildings are visible in the background. The overall scene is a vibrant urban nightscape.

***we're all about added value -
ensuring maximum return for our
clients from each and every
project.***

Sarah Hewitt, Board of Management Partner

our Shared Ownership 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 Shared Ownership 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.

“ 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 “

“ 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 “

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



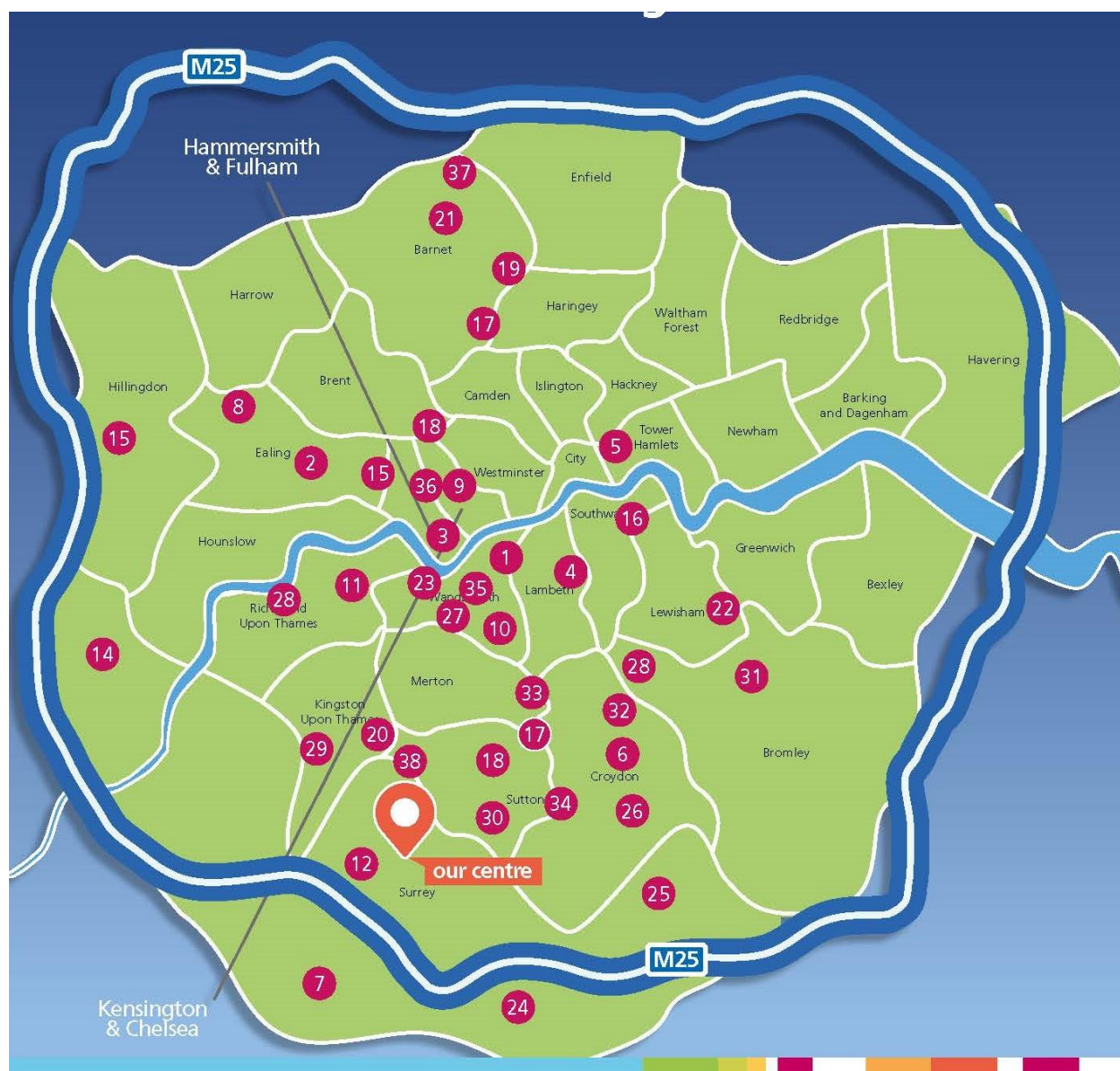
we truly understand our clients' needs & wants and not only strive to meet these, but also to exceed expectations too

Sarah Jones, Board of Management Partner

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 shared ownership sales & marketing reports including expansive detailed S&M strategy

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 | |



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