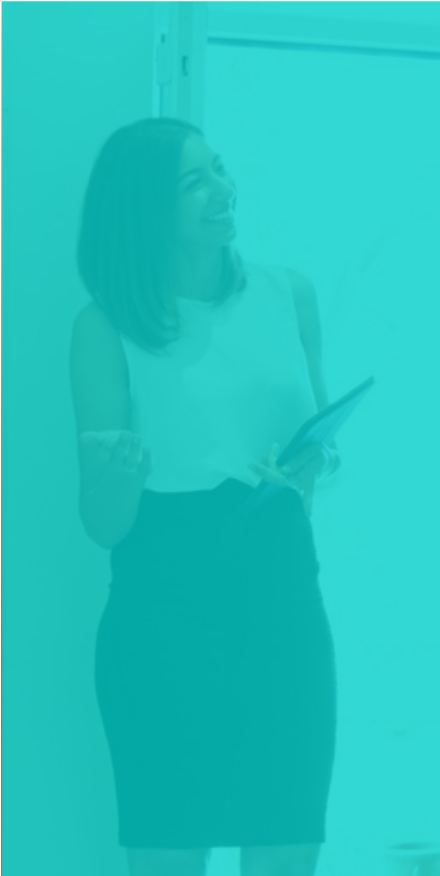


Providing the
expert solution
for your new
homes sales and
marketing needs



At Hollins Gardner we offer a specialist range of consultancy services to housing and developer clients.

We are committed to providing an excellent service and applying our considerable expertise to help our clients achieve sales and marketing success on their new-build developments and programmes.

With a combined 25+ years' experience of working within the new homes and affordable housing sectors, we are well placed to advise and support Developers, Housing Associations and Local Authorities in all areas relating to new build development for sale – including design and specification, market research, branding and marketing strategy, Shared Ownership, sales procedures and compliance.

About Us

At Hollins Gardner our clients benefit from the shared skills and significant combined experience of our consultants who work in partnership to deliver the best result for our customers on each project.

We have a proven track record of:

- Building and leading award-winning, high-achieving new homes sales teams who maximise revenue and ensure excellent rates of buyer satisfaction;
- Delivering ambitious sales programmes that exceed income and budgetary targets year on year;

- Creating effective Sales and Marketing development strategies to attract the target market, ensuring sites are sold within appraisal assumptions and achieve best price;
- Successfully selling mixed-tenure sites, combining our expert understanding of Shared Ownership with a commercial approach across all sales tenures;
- Producing user-friendly, audit and GDPR compliant Sales Policies and Procedures ; and
- Designing and delivering bespoke training sessions for sales and marketing teams, directors and board members.

Who are Hollins Gardner?



Suzy Hollins

Suzy has been working in sales and marketing within the housing sector since 2003, for various organisations including Southern Housing Group, Plumlife (Great Places) and Trafford Housing Trust.

As Sales Manager for Plumlife from 2010 until 2016 she developed and trained a high-performing sales team, designing and implementing procedures and processes to underpin shared ownership compliance, and support the growth of open market sales activity and the sales agency offer.

Most recently, Suzy was Head of Sales at Trafford Housing Trust, working on the THT & L&Q joint venture, developing the Laurus Homes brand and website, and building the sales and marketing operation to deliver their ambitious sales programme.



Tina Gardner

Tina has over 15 years' experience of working in both the housing sector and private housebuilding sector with expertise developed in Shared Ownership, OPSO extra care, open market sales and market rent.

Following an 8 year stint at Plumlife, Tina worked for nationally respected housebuilder Redrow, and subsequently returned to the housing sector applying her commercial experience at both Plumlife and Wythenshawe Housing Group in managerial roles.

At Sales Manager at WHG Tina built a new sales team and created the Garden City brand, achieving significant sales and marketing success on a range of mixed tenure developments – one of which was Village 135, an award-winning extra care development

Core Services

Market Research/Insight

We will conduct in-depth local area and competitor research and use a range of market research portals to identify the target market, likely sales rates and indicative values for your site.

Design & Specification

We will work with your sales and development teams to achieve a desirable product within budget. With considerable experience of working on mixed tenure sites we can help you ensure that your development layout maximises sales revenue and saleability.

Marketing Strategy

We will develop effective marketing strategies tailored to reach your target market and sell your homes off-plan through a multi-channel campaign, including online and offline media, development branding and artwork, social media and sales launch events.

Sales Policies & Procedures

We can review your existing procedures and processes, identify gaps, and introduce user-friendly, compliant procedures for Shared Ownership and Open market sales that are focussed on maximising sales and delivering an optional customer experience.

Training & Mentoring

With a track record in building high achieving sales teams who are target focussed with great product knowledge we can work with you to design training sessions around the needs of your team. We offer mentoring sessions for your Team Leaders or Sales Managers, providing support and advice across a range of our specialist areas.

Additional Services

We also offer a range of additional services, including providing Site Sales, interim Head of Sales and Sales Manager cover for your short-term needs and advice on designing your sales CRM and website.

Via trusted partners we are also able to offer leasehold advisory services.

Our Clients

Our clients include:

- South Liverpool Homes
- Wythenshawe Community Housing Group
- Garden City Homes
- Plumlife
- Greater Manchester Housing Providers JV
- First Choice Homes Oldham



Contact

For further information about our services please email: enquiries@hollinsgardner.com or contact us directly.

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Hollins Gardner is a trading name for Tina Gardner Consulting and Suzy Hollins Consultancy. More information about us and our services can be found on our website.

hollinsgardner.com