



SITESALES

June 2023
Newsletter





 **SiteSales
Head Office**
14 Devonshire
Square



June 2023

Contents

A Word from our Director 03

News 04-05

Development Update 06-07

Area Focus on East London 08-09

The People Behind SiteSales 12-13

SiteSales Social Value 14-15

Hampton Tower at SQP

Legal and General



The halfway point with Ross Smith



“ ” **As we are past the halfway point of 2023, I'm now starting to think about Christmas preparations.... where is the time going?**

This first half of the year has proven to be one that has tested our ability to be agile in tricky market conditions and drive sales results for our clients, the best way possible. We have somehow managed to keep consistency going with sales averaging over twenty per week across our developments.

In the six months since the start of the year we have now generated over 10,200 leads, conducted over 3100 viewings which is a conversion of 30%. This has been a consistent average month on month and something we are continuously striving for as we move into the 2nd half of the year. We work intensively with each lead to ensure as many viewings as possible are worthwhile.

New business is continuing well - we are also pleased to report three new instructions on development sites in recent weeks. We are proud to say that we have another of the London Borough's as a client now as we embark on selling 2 new projects for the London Borough of Southwark. Both of these schemes will launch in the Autumn and we

are proud to be associated with Southwark's delivery of much needed housing to the borough.

Our long standing and highly valued client Legal and General have instructed us to sell their new scheme in Chatham, Kent. Cavalier Court is the latest large-scale project from L&G that we will be delivering a sales strategy ready for September as we bring 139 new homes to the market. As many of you will know, SiteSales was originally based in Loughton, Essex for 30 years before the relocation of the sales and marketing team to the City and, somewhat ironically, we are pleased to be assisting Network Homes in the delivery of their new scheme in Loughton this autumn, working alongside Fairview Homes to bring both Private sales and Shared Ownership homes to the market.

The summer is now hitting its peak and as we move into the upcoming months, we at SiteSales will continue to work tirelessly for our clients to generate the best sales performances possible, whilst advising and navigating through uncertain market conditions.

Our communication and reporting continue to factor heavily in our working weeks, as we aim to ensure accurate data regarding sales performance is delivered back to developers. Clear and efficient strategies are thought through and collaboratively worked on with clients, ensuring expectations and forecasting are accurately demonstrated.

We are nearing completion on some projects that have endured the Covid19 outbreak and we look forward to celebrating these projects with our clients. From East to West, North to South of London we managed to deliver sales on those projects in the most difficult of circumstance. Something we are very proud of.

If you would like to seek consultancy advice on any of our services, please do not hesitate to contact me or any of the team.

**CLICK TO FIND OUT MORE
ABOUT OUR SERVICES**

News

At SiteSales we pride ourselves on being an ambitious and forward-thinking company. As we continue to look forward, we have a number of exciting launches coming up in the SiteSales calendar.

New Sites Upcoming



Treeside

Building on our longstanding 13 year relationship with Network Homes, we're thrilled to have been instructed on 42 Shared Ownership apartments and houses in Loughton.



Southwark

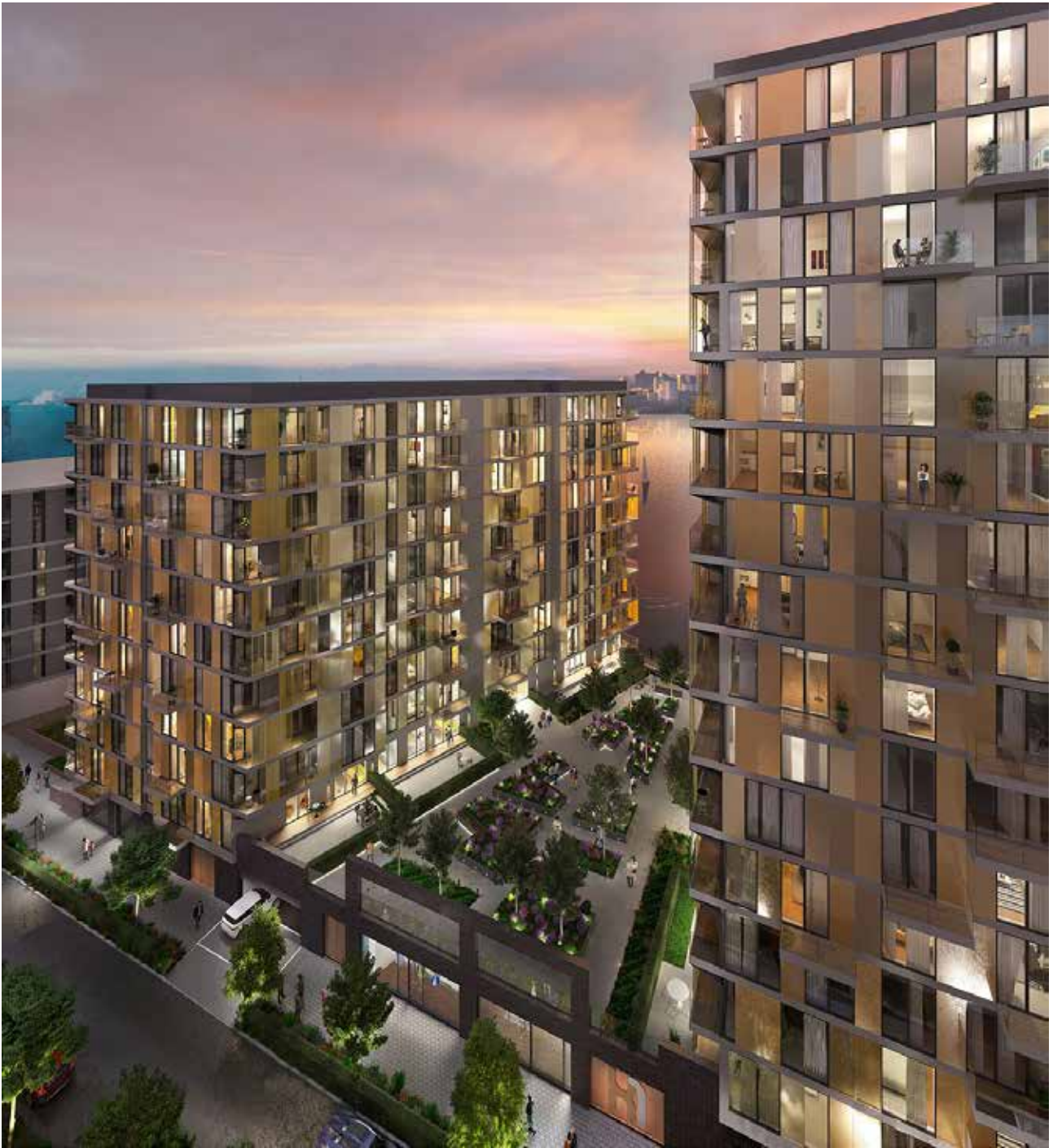
Our first project with the London borough of Southwark, with a series of 1, 2 & 3 bedroom Shared Ownership apartments split across 2 developments.



The Kendrick Collection

A collection of 22 Shared Ownership apartments located in Borehamwood on behalf of Industrial Dwelling Society.

**INDUSTRIAL
DWELLINGS
SOCIETY**
EST 1885



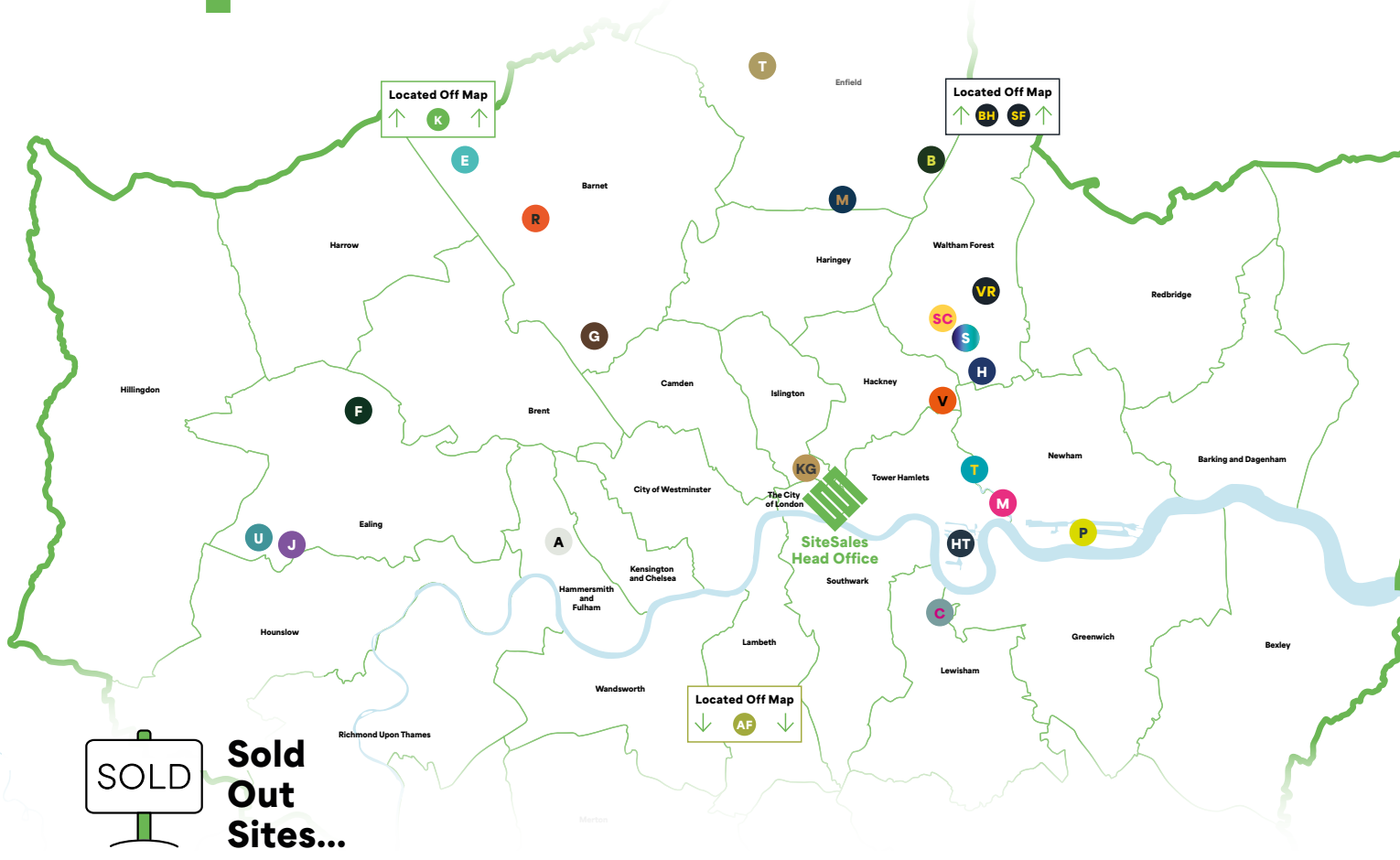
Cavalier Court

A collection of 139 Shared Ownership apartments located in Chatham on behalf of Legal & General.



Development Update

We currently have 23 live sites selling across London and the South East, with mix of Shared Ownership and Private sale developments.



Belmont Place

A collection of over 57's Shared Ownership and Private Sale apartments on behalf of One Housing in Blackheath. The apartments were situated around a central courtyard alongside a number of Extra-Care properties and general open market homes.



Stow Central

The third in the trio of developments we are currently working on for London Borough of Waltham Forest, Stow Central is home to a collection of Shared Ownership and Affordable rent properties, located behind the grade 2 listed Central Parade clocktower in Walthamstow.

SiteSales were responsible for the Shared Ownership sales, and with a strong advertising campaign running into the event, as well a building on an existing database, the development was successfully fully reserved in just under 2 weeks.



Key Site Performance

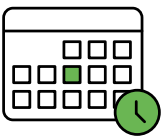
Skyline

We launched Skyline off plan at the end of January 23, with 50 Private Sale and 18 Shared Ownership units to sell. All Shared Ownership units were under reservation by March and we are currently just over 50% reserved of remaining Private Sale units, averaging 2 sales per week.



Makers Yard

In the month of June, and through a varied campaign of digital display, search and social media, the marketing department have delivered just under 250 leads to Makers Yard. With the new release of 1 & 2 bedroom apartments in Block E and 2 upcoming show homes available to view, we're hoping these figures will remain steady throughout the summer months.



Recent Events

Makers Yard Community Event - 8th July

We hosted a community wellness day on Saturday 8th July on the land directly outside our Makers Yard sales cabin in Canning Town.

The day focused on health and wellness, with influencer [@esmee_ldn](#) hosting a series of workouts and motivational talks, along with a smoothie bike to provide healthy and refreshing beverages.

It was a great opportunity to not only drive new enquiries for the development, but drive awareness about Makers Yard, our valued client One Housing and the huge amount of regeneration planned for the area.



HOME10 Interior Design Day - 17th June

We hosted an Interior Design Inspiration day at our HOME10 development in Leyton. Vesta Interior Designers who dressed our showhome were there on the day to discuss furniture packages which were offered via incentives to interested parties.

Plots had a range of £5k, £10k and £20k incentive values which could be used towards a variety of interior solutions. These included window dressings, furniture options, decoration & artwork and garden furniture.



Area Focus...

East London



Vodion

Breakdown: 124 x Shared Ownership

Client: Southern Housing Group



Bow River Village

Breakdown:
109 x Private Sale
12 x Shared Ownership

Client:
Southern Housing Group



Three Waters

Breakdown:
55 x Shared Ownership

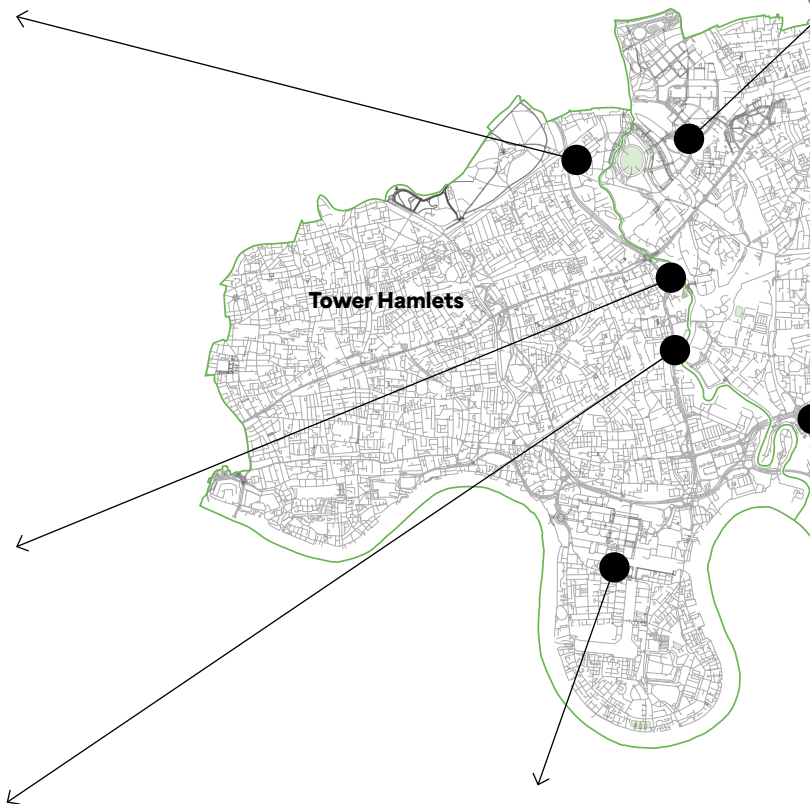
Client:
Peabody



Hampton Tower

Breakdown:
78 x Shared Ownership

Client:
Legal and General





Lantana Heights

Breakdown:
20 x Shared Equity

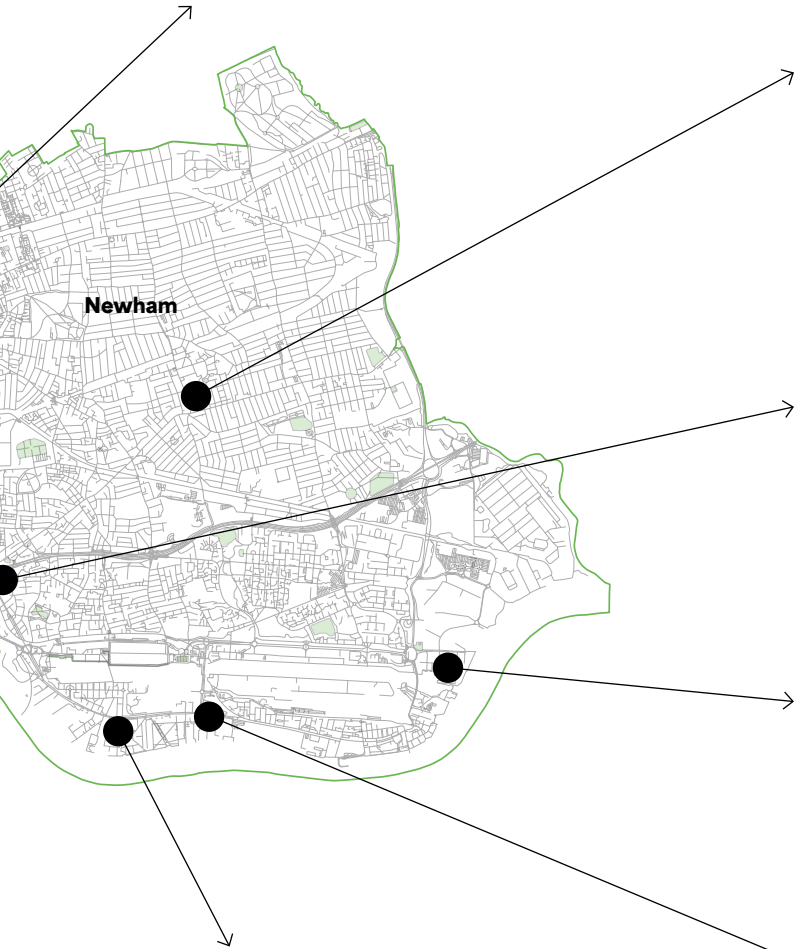
Client:
Newham



Upton Gardens

Breakdown: 86 x Shared Ownership
19 x Affordable Rent
28 x Intermediate Rent

Client: Future New Homes



Makers Yard

Breakdown:
235 x Shared Ownership
10 x Shared Equity

Client:
One Housing
a part of Riverside



Royal Albert Wharf

Breakdown:
58 x Shared Ownership

Client:
Notting Hill Genesis



Traders Quarter

Breakdown:
106 x Shared Ownership

Client:
Notting Hill Genesis



Pontoon Reach

Breakdown:
43 x Shared Ownership

Client:
Peabody

Delivering high quality **homes services** for clients

Market Intelligence

We understand the vital role market research plays in making key decisions on a development project.

Our team provides timely, relevant, and insightful market intelligence that can help inform all stages of a development project.



Development Consultancy

We offer a range of industry-leading consultancy services to support our clients' development ambitions.

We are experienced in the acquisition and disposal of land, as well as planning and evaluation services and work on behalf of land owners, developers, housebuilders and local authorities on a range of projects.



Scheme Optimisation

Drawing upon the depth and range of our in-house expertise, we help our clients to optimise every aspect of the development process.

Whether reviewing scheme design, tenure distribution or the layout of communal areas, our scheme optimisation ensures development's achieve their maximum potential.



**CLICK TO FIND OUT MORE
ABOUT OUR SERVICES**

ity **new** over 35 years

Sales

With over 35 years' experience delivering successful solutions for new-build developments we know how to deliver an efficient sales programme.

Highlighting the unique offering at each project, we deliver a tailored approach unique to the needs of every client.



Marketing

Our dedicated marketing team, have the flexibility to produce creative campaigns for a wide range of schemes.

Collaborating with some of London's leading design, media and creative agencies, we deliver successful marketing strategies of the highest quality that make an impact, whilst adhering to our clients' budgetary needs.



Customer Care

At SiteSales, we are committed to ensuring every customer feels valued throughout their homebuying process.

As part of this commitment, we can provide a 12-month Customer Care Service with all of our properties. Our team is comprised of friendly, knowledge professionals who are passionate about what we do and always on hand to assist.



The people behind SiteSales...



Rachel Lee

Head of Marketing

Here at SiteSales we're able to offer the full marketing platform of activity to our clients. Whether your development needs strategizing, fully branding with marketing suites and showhomes, or simply monthly lead generation, our team have a combined 30 years experience providing marketing solutions.

We have a dedicated team that includes Head of Marketing, Campaign Manager, Graphic Designer, Marketing Executive and Digital Marketing Assistant.

Our Head of Marketing began in the department as an executive nearly 10 years ago and has worked her way up through every role to her current position. With this experience Rachel is able to offer consultancy on all marketing elements, specialising in physical collateral, marketing suites, showhomes and events.

Our Campaign Manager has an agency and media background, specialising in digital media and lead generation. He will happily work as an extension of your marketing department offering guidance on media schedules and monthly activity.

Our Marketing Executive supports both our Head of Marketing and Campaign Manager in all aspects of marketing, ensuring up to date and accurate portal management, digital presence and presentation on site.

Having our inhouse Graphic Designer, not only enables us to turn around artwork in short notice, but also be in full control of the quality of collateral that is sent out.

Having designed some of our best brands, Tom has an eye for development identity.

Our Digital Marketing Assistant, looks after our social media platforms, posting captivating content that not only appeals to our development target markets but clients alike. We post not only organically but sponsor and boost a number of campaigns to drive additional leads to our developments.

With such a strong team of 5, we're happy to support your marketing needs now matter how large or small they may be.



CONTACT RACHEL



How has the role of digital advertising changed the way your company goes about marketing?

With digital assets such as CGIs, it is possible to start the marketing process much earlier, as we are not reliant on photography of a finished property to illustrate our vision to prospective buyers. This allows us to start our marketing before there is anything physical to see on site and is especially useful for those considering purchasing off-plan.

Our customers and target audience are living in a world driven by technology and in order to reach them, digital advertising is our strongest ally. It enables us to measure our ROI and track tangible results much more efficiently and economically than press advertisements or billboard posters. As a result, we are spending a larger percentage of our budget on digital activity than on physical marketing.

Which platforms do you use and which do you find work best?

In terms of property portals, Rightmove still remains the strongest and most widely used, it provides us with quality leads and invaluable information for our research. However, in recent years, Social Media has evolved in such a way that it enables us to reach our target audience directly with effective campaigns. We have seen a strong and consistent increase in conversions from Instagram and Facebook particularly, TikTok is still under discussion but watch this space!



Describe how you measure the effectiveness of campaigns and where most of your traffic comes from.

The majority of website traffic comes from our PPC and social media activity; using Google Analytics and our CRM system we can pull data and report on the effectiveness and efficiency of such campaigns.

In terms of more traditional marketing, any emails are tracked and fed directly into our CRM system. Press, leaflets and outdoor have always, and will continue to be tricky to measure in terms of effectiveness, however we still ensure QR codes and trackable numbers are featured to capture data where possible.

When enquiring, many buyers forget that they have seen signage or a station poster but will naturally remember the website or Rightmove listing they visited just before emailing or picking up

the phone. It's the job of the sales teams to really drive down on the customers journey to that enquiry and find out the original source.

Do you believe that housebuilding as an industry has been quick or slow to catch onto the power of digital advertising?

I would say that the housebuilding industry has been slower to catch onto the power of digital advertising in the last decade. Social Media for example, was always looked at in a way to catch up with family in Australia or an old school friend, but over the years and as targeting and algorithms have advanced, it's become one of the most powerful advertising tools on the internet. It's a really effective way to reach our specific audiences and also present some wonderful creatives, video content and live footage of the developments. The industry has now really embraced this and I have seen some very engaging campaigns coming through.

Digital marketing enables you to gather tangible results and target audiences in ways never possible with traditional marketing. Wastage is minimal and budget management is much more efficient.

Digital will always bring something new and I think as an industry we should explore what we can achieve with the technology and look for ways to continue to improve.



SiteSales

Social Value

Since our conception, we've supported charities and causes of all sizes. This work forms part of our wider dedication to social value, with SiteSales providing services and fund raising efforts, raising thousands of pounds in the process.



SiteSales have been supporting Barnardos Childrens Charity in many ways for just over 10 years.

We worked in conjunction with Barnardo's developments to create the award winning Barnardo's Garden Village in Barkingside, the former girls home built by Dr Barnardo. The final phase finished in 2018 but our work continues with further fundraising efforts to support the charity, such as raffles at social events and taking part in the Tough Mudder.



Homelessness

Working in Housing, we regard homelessness as a very important issue.

We offer a range of services and fundraising efforts to support homeless shelters and soup kitchen's such as Solace Women's Aid, Shelter, Refuge, 999 Shelter, Branches and Christian Kitchen. At Branches Shelter, Walthamstow, we furnish and fully equip 3x starter homes per year.



NSPCC

Since 2022 SiteSales have been raising money for NSPCC by running the London Marathon.

We began fundraising for NSPCC in 2022 when our head of marketing Rachel and Graphic Designer Tom ran the London Marathon raising a fantastic £6,500.

Our campaign manager Joel followed in their footsteps this year, also running the London Marathon adding another £2,500 to the total target.



DIABETES UK

KNOW DIABETES. FIGHT DIABETES.

Next up in the sporting fundraisers is our very own Ross Smith, who some of you may know is taking part in the London Triathlon this August.


Ross is raising funds for Diabetes UK, a charity very close to Ross and his families hearts. Competing in the Olympic distance with a 1500m swim, 40km cycle and 10km run.

Diabetes UK is an amazing charity that are committed to eliminating the negative impact of diabetes.



5.5 MILLION PEOPLE
living with diabetes in the UK by 2030
That's nearly 1 in 10 adults

**CLICK HERE OR
SCAN THE QR CODE
TO READ ROSS'
STORY & DONATE!**



→

SiteSales are proud
sponsors of the



020 8502 5758 | info@site-sales.co.uk



Scan to
view our
website.

