

Dream Big

Award Winning **New Homes**
Development, Sales and
Marketing Consultancy Service

Inspire
NEW HOMES

About us

Inspire New Homes is an award winning consultancy specialising in property development, sales and marketing services. With over 20 years of experience, we deliver sales, marketing and development strategies for private and shared ownership homes, on behalf of local authorities, housing associations and private developers.

Whether you need advice on a particular policy, or project, or longer-term support with your development, sales and marketing, we're here to help every step of the way.

Our vision

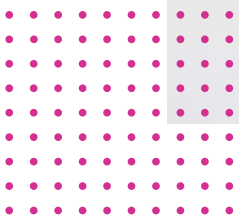
Our vision is to drive value and success for our clients by allowing them to focus on what they do best.

Our approach

Embedding ourselves into your team, we provide the highest standard of property consultancy advice to enable you to achieve your desired outcomes. This is coupled with a seamless end-to-end project management approach tailored to your needs.

Experts in the new homes sector, we remain up to date with the latest trends, target audiences and data insights, helping to inform our decisions and service level.

We work across the newbuild sector and industry working groups, helping shape and influence the delivery of both private sales and affordable home ownership products.





Why choose us

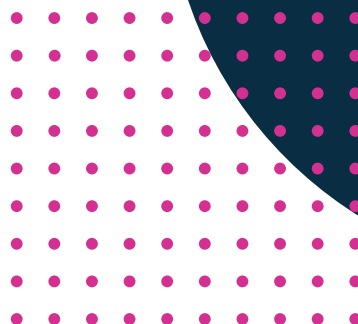
We are here to support you and your teams to achieve core business needs and here are a few reasons to work with us.

Expert guidance: Our team provides expert advice and consultancy to help you achieve your goals and provide exceptional service to your customers. We're committed to staying up to date with all legislation, policy and procedure changes, whilst staying ahead of the game in offering outstanding development, sales and marketing services to all clients.

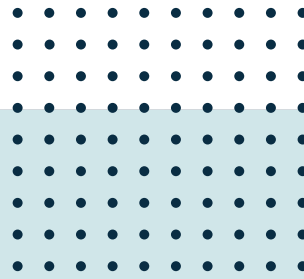
Comprehensive services: We offer a complete suite of services to support your project at every stage. Our services include financial land appraisals, initial site finding, development project consultancy, sales and marketing, through to aftercare. We work closely with experienced independent mortgage brokers and solicitors, so your customers benefit from a seamless process with the highest standard of advice to help them make informed decisions.

Tailored solutions: We understand that every project is unique. We work closely with you to understand your values and key performance indicators, and will devise a comprehensive individually tailored plan to help you to achieve them. We'll weave your values into every part of the customer journey.

Hands-on support: We provide support every step of the way. We take pride in doing the utmost for our clients and their customers, ensuring you achieve your goals and your customers receive excellent service and a quality new home. We actively listen to ensure we understand your priorities, providing a trustworthy and genuine extension of your team and brand.



What we do



Development consultancy

Our development consultancy services cover all stages of the development process, alongside strategic advice and project compliance.

We offer a complete end-to-end service, from helping prepare development strategies, to assembling sites, through to project construction and handover of the new homes.

Our services are tailored to your needs, ensuring all unique aspects of your project are noted and expertly managed.

Our development services include:

- Project management for planning applications
- Options for regeneration schemes
- Financial viability assessments and appraisals
- Pre- and post-planning project management
- Bid writing
- Strategic consultancy
- Health checks on existing developments
- Compliance with legislation/regulations
- Employers' requirement reviews
- Specification review

Land & Viability

We provide an extensive range of land and financial viability services, including land sourcing.

We'll determine your target market early in the process, ensuring homes meet your customers, expectations and are delivered to budget, whilst maximising on your income.

Our land and viability services include:

- Financial viability assessments and appraisals
- Market research and intelligence
- Land sourcing/partnerships
- Affordable housing advice
- Land/property finding
- RICS Red Book valuations (undertaken by external consultants)

Sales, marketing & letting

We offer services in sales, marketing and lettings for a wide range of clients including local authorities, housing associations and private developers.

Our sales service is effective, compliant, and offers an excellent customer experience.

We can support your own in-house marketing resource, providing as much or as little marketing support as you need.

Our sales, marketing and lettings services include:

- Sales and lettings including resales, relets, newbuild shared ownership, and private sale properties.

- Resales and staircasing – creating strategies to encourage a lucrative income stream by promoting resales and staircasing to your existing home owners.
- Market research, customer profiling and competitor analysis.
- Marketing collateral and digital media campaigns that are agile and flexible to allow for any changes to market conditions.
- Sales resource audits, health checks and mystery shopping.
- Policies and procedures – ensuring they're robust, future proof and compliant with the New Homes Quality Board.
- Training and mentoring.
- Comprehensive weekly reports, with updates on volume of leads and their source, new reservations, as well as sales progress for existing sales.



Why choose us

Please see below case studies of organisations we've worked with along with comments from our clients:

Case studies



Shepherd Bush Housing Group
(now part of The Guinness Partnership)

We were engaged by Shepherds Bush Housing Group in 2020 to create robust, audit-compliant policies and procedures for the sales and marketing of their new homes. As the project progressed, we took on additional workstreams, including specification review, inspections at practical completion, handover and management of the new homes, as well as staircasing and resales, and the building of a brand-new in-house sales team.

Key achievements during the three-year contract:

- Launching a dedicated sales brand, Be West, within six weeks. The Be West brand went on to win several recognised awards within the property sector.
- Mitigating sales programme risks and delivering all sales off plan. This gave the Board the confidence and assurance to increase land buying and grow their development programme. Prior to our involvement, they had a substantial stock of unsold homes.
- Selling over 250 new homes for private sales and shared ownership.
- Delivering a business case to create an in-house sales team – which was accepted by the Board. We set about recruiting hand-picked talent with experience selling new homes, and set up a robust team to deliver sales and lettings across the Group's diverse development programme.
- We remained working with the Be West team, and ensured a seamless transfer to Guinness Homes as the organisation recently merged.



ISLINGTON

We were brought in to support Islington Council to deliver their growing sales pipeline in one of London's most prominent and esteemed boroughs. Our primary goal was to offer an independent and seasoned perspective that would firmly position the Council as a trusted entity in the realm of selling new homes. This comprehensive project also revolved around the creation of an effective resource strategy for Islington's newbuild sales programme.

Key achievements to date:

- Launching In Islington, a new sales brand for the Council. We placed great emphasis on designing a brand that would not only represent Islington, but also serve a central pillar of the borough development ambitions.
- Implementing a new marketing strategy and partnering with a new sales agent. Within the first few weeks, it became clear there was no real sales and marketing strategy. Additionally, 17 out of 46 homes at one of their prime location sites had sat unsold and void for over 18 months. We implemented a robust, revamped marketing strategy, and partnered with a new agent that brought fresh energy and interest to the site.
- Launching and selling the Council's first newbuild development off plan, with 90% of the homes sold prior to practical completion. This gave the Council the confidence it required to proceed with their ambitious new homes pipeline.
- Supporting the Council on the sale of 58 private sale units, achieving a GDV of over £58m.

Client testimonial



Asha led the creation of the sales department, from branding to team formation. She established a successful sales team, surpassing targets and launching the Be West brand, as well as winning awards in the first six months. Her audit improved policies, and she contributed to the aftercare team, enhancing post-sales services, exceeding staircasing goals by nearly 300%, and consistently delivering high-quality service.

Adil Rashid

Chief Development Officer,
Shepherds Bush Housing Association



Asha's experience and expertise have proven invaluable in assisting the team at Islington Council and their ambitious development programme. Her understanding of different tenures and the inner workings of a local authority has allowed us to implement a robust sales and marketing strategy, new branding, and the delivery of much-needed homes in the area. Asha adds value across the whole development programme and is an important member of our team.

Alistair Gale

Head of Programming, Design and
Customer Care, Islington Council



Awards



Contact information

For more information, please
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