

- Appraise site prospects, including full market research report, with recommendation of most suitable form of development, including suggested selling prices and predicted rate of sale.
- Liaise with architects in all areas of design, both conceptually and in detail, to assist with preparation of planning application and working drawings, conveyance plans, schedule of external finishes and external works drawings.
- Preparation of detailed specification of finishes required to achieve suggested selling prices, recommending specific products for inclusion with quotations as appropriate.
- Preparation of suggested electrical, heating and kitchen layouts.
- Preparation of detailed sales and marketing budget and monitoring specific areas of 'sales' expenditure against budget (advertising, marketing, showhome running costs, etc).
- Recommendation of type of sales and marketing operation.
- Identify, train, liaise with and supervise full-time and relief Home Buying Advisors to be responsible for manning sites, ensuring that New Homes Shop personnel remain contactable at all times, including weekends and Bank Holidays.
- Organise site manning to ensure all sites remain open at published times, producing, circulating and updating schedules as necessary.
- Appoint and brief local agents to support direct marketing of the properties, liaison and ongoing monitoring of performance, with reports as required. Ensure all applicants introduced by sub agents are properly qualified and accompanied to site to view properties when site is not manned.
- Maintain regular contact with appointed sub-agents, keeping such agents advised in writing of availability and pricing changes.
- Assessment and recommendations for positions and types of highway signage to assist potential purchasers with locating the site, monitoring that signage remains in place and in good condition.
- Recommendation as to appropriate site signage and liaison with signage supplier and site to ensure this is erected and maintained in good order and correct positions to assist site visitors to locate sales centre, showhome, visitors' car park, etc.
- Organise and obtain quotations for provision of temporary sales centre, including car parking, flagpoles/flags, landscaping arrangements and provision of services.
- Organise and equip temporary and/or permanent sales centre within agreed budget, including provision of display material, furniture, equipment and samples for items of purchaser choice.
- Organise and obtain quotations for Showhome scheme(s) and landscaping and arrange implementation within agreed budget, co-ordinating necessary arrangements with site.
- Arrange relocation of sales centre from temporary sales area to permanent sales centre, including transfer of telephone lines, window signage, relocation of display material, samples and furniture/equipment.
- Recommend and organise within agreed budget appropriate events such as showhome opening, ensuring that advertising is placed, staffing and refreshments organised.

- Monitor levels of site presentation, ensuring signboards and flags are clean, gardens properly maintained and planted/replanted as necessary and sales centre/showhome kept clean and in good condition, obtaining quotations as necessary and implementing within agreed budget.
- Preparation of brochures, including co-ordination of detail required, arranging drawing work, detailing specification, converting dimensions, writing copy and proofing before print.
- Assist with production of editorial features relating to the marketing of the properties, liaising with developer's PR company as appropriate.
- Produce quarterly schedules of recommended advertising for the site and agree with developer. Arrange for production of advertising material and placement in appropriate publications, in accordance with approved schedules and agreed budget, assessing the response to such advertising and recommending any changes which may be considered worthwhile.
- Assess all reservations to ensure purchasers are fully proceedable, able to finance purchase and exchange Contracts promptly within the required timescale.
- Liaise with developer and developer's solicitors in the preparation of the legal pack and conveyance plan.
- Monitor progress of purchase including any related sales until Contracts exchanged, liaising with developer's solicitors on an ongoing basis with regard to queries which arise and ensuring that any deferred part of exchange deposit is paid at appropriate time.
- Liaise with developer's solicitor regarding legal completion of each sale and organise handover of the completed property, returning meter readings/purchaser details to the statutory authorities.
- Provide quotations to purchasers for alterations/extras, collect monies due prior to work being carried out, confirm instructions with relevant details attached, maintain records and provide copies to developer.
- Process purchasers' colour choice selections, notifying developer and site as appropriate.
- If desired, place orders on behalf of developer with suppliers of kitchens, floor finishes, fire surrounds, fires, including any alterations to standard, and liaise with them with regard to delivery and fitting arrangements.
- Liaise with site, sub-contractors, suppliers and Head Office personnel on a day to day basis with regard to queries and provision of information.
- Periodically review and advise on achievable selling prices for each of the properties, together with recommendations as to marketing initiatives and advertising programme considered appropriate to ensure properties sold within required timetable.
- Liaise with and report to developer as frequently as required with regard to marketing and sales progress, periodically reviewing the marketing operation and making recommendations as to action required.
- Visit sites as frequently as necessary to ensure the smooth running of the sales operation and endeavour to attend all site meetings.

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