

## **WV Living Sales and Marketing Agent**

### **Schedule of Services V1**

The Sales and Marketing Agent shall deliver a full suite of services for the marketing and sale of properties across all four WV Living Phase 1 development sites, comprising the following:

**1. Market intelligence:**

- a. provide regular weekly, monthly and quarterly reports and advice to the Client based on local market intelligence, including that developed on site, on
  - i. asking prices
  - ii. incentives
  - iii. property specifications
  - iv. unit mix and sizes
  - v. release of units throughout the life of the contract
  - vi. on-going competitor analysis.

**2. Marketing and Communications Plan:**

- a. produce and implement a marketing and communications plan setting out how the developments will be promoted across a range of media throughout the life of the project.
- b. Within this Plan set out the approach to creating and maintaining a high positive profile for the Client's schemes and units, working in conjunction with the Client's communications team.
- c. Review the plan quarterly with the Client to assess its effectiveness, and recommend any updates.

**3. Advertising:** maximise the awareness of the developments through multi-channel advertising. This will include but is not limited to

- a. online advertising through own and other popular estate agency websites as appropriate,
- b. use of mailing lists,
- c. social media,
- d. digital marketing,
- e. advertising through the local press,
- f. local branches
- g. use of launch events at key points for each development.
- h. maintain and make use of a database of leads
- i. advertise properties through the Client's own website
- j. advertise properties through the <https://www.helptobuymidlands.co.uk/>.

**4. Website:** Assist in maintaining and updating the Client's website providing timely and accurate information on each of the developments to potential buyers.

5. **Marketing:** work with the Client to produce a range of marketing collateral, and to enhance and support the customer experience and maximise sales and rentals. This will include but is not limited to
  - a. Site and unit leaflets and brochures
  - b. Hoardings
  - c. site signage
  - d. banners and arrow boards
6. **Staffing:** maintain appropriate staffing levels on site to maximise sales in the most cost effective manner. Staff will be trained on all aspects of running a new homes site including sales, administration and legislation. They will be knowledgeable on all developments within the Client's portfolio to enable cross marketing where appropriate. They will be well presented and have excellent customer service skills.
7. **Marketing Suites:** set up a functioning marketing suite, in discussion with WV Living and the building contractor, and manage its operation on up to four sites and ensure they are adequately staffed. Marketing suites should be
  - a. well located
  - b. accessible to all members of the public, with suitable car parking provision
  - c. well stocked with appropriate marketing collateral,
  - d. appropriately branded
  - e. adequately equipped to facilitate sales and rentals.
8. **Show Homes:**
  - a. set up show homes, in discussion with WV Living and the building contractor, and manage their operation on up to four sites. Show homes should be
    - i. well located
    - ii. accessible, with suitable car parking provision
    - iii. well-presented in a manner to attract buyers/renters and maximise sales/rentals.
  - b. Liaise with the contractor to ensure that the building site and show home area are well presented.
  - c. Liaise with the client on viewing times for lettings to ensure these do not coincide with sales viewings, which take priority.
9. **Pricing and incentives:**
  - a. advise the Client on the asking price for each unit on each site, maximising the gross development value (subject to local market conditions).
  - b. work within established parameters when negotiating on price with buyers in terms of maximising the gross development value and achieving sales targets. These parameters will be subject to change throughout the life of the development.

- c. work with the Client to agree any incentive packages for each type and size of unit as well as customisation options for the fitting out of homes for sale.

**10. Sales:**

- a. achieve the maximum possible prices in line with the required sales rate (subject to market conditions).
- b. agree with the buyer customisation options, and sell any upgrades as appropriate.
- c. accurately record details on customisation and hand over to the contractor in a timely manner.
- d. work with the Client to establish and review sales targets and translate these into performance targets for staff, which they will be monitored and managed against.
- e. act on behalf of the Client throughout the selling process to liaise with stakeholders i.e. the buyer, contractor, mortgage advisor, conveyancer and any other relevant party to manage the sale through to completion.

**11. Lettings:** Each development will include a small proportion of market rental properties that will be managed by the Client. In relation to these units

- a. advertise these properties and collaborate with the Client to produce marketing collateral to support the market rental offer.
- b. receive any initial contact from prospective tenants, maintaining a database of leads with contact details
- c. set up viewings of the show homes with prospective renters.
- d. liaise with the Client on appointments for viewings, giving access to the show homes
- e. provide contact information of prospective tenants to the Client.
- f. maintain an understanding of the market rental offer in order to deal with initial enquiries from prospective tenants
- g. pass on more involved queries to the Client where appropriate.

**12. Help to Buy and other products:**

- a. staff on site will be fully conversant with the Governments Help to Buy scheme and any additional products the Client may offer, including shared ownership, enabling them to deal with enquiries from potential buyers, explain the benefits of the schemes and signpost them to further information and/or to knowledgeable mortgage advisors on such specialist schemes.
- b. act in accordance with the Homes and Communities Agency Help to Buy guidelines (more detail <https://www.gov.uk/government/collections/help-to-buy-equity-loan-guidance-and-application-forms#guidance-for-help-to-buy-agents> and <https://www.gov.uk/government/collections/using-the-homes-and-communities-agency-brand>),
- c. act in accordance with the Advertising Regulations issued under the Consumer Credit Act and the Financial Conduct Authority's requirements in relation to regulated Consumer Credit Agency.

**13. Referrals to mortgage brokers/advisors:**

- a. take reservations only on properties from buyers who have been subject to financial approval.
- b. provide potential buyers with the contact details of mortgage brokers/advisors as appropriate.

**14. Buying process:**

- a. liaise with the buyer, contractor, mortgage advisor and appointed conveyancer throughout each sale to maintain an up to date position on how each sale is progressing
- b. provide support and information to all stakeholders to ensure an effective and efficient process.
- c. complete a pre-completion walk around the property with the Client and contractor ahead of completion of sale
- d. complete a home introduction and handover with the buyer on day of completion.

**15. Monitoring:**

- a. submit regular monitoring information on sales activity to the Client including but not limited to expressions of interest made for information, numbers of visitors to sites, numbers of reservations made, updates on sales as they progress through to exchange and completion.
- b. attend monitoring meetings with the Client as required
- c. update the Homes and Communities Agency's monitoring system recording Help to Buy assisted sales to ensure loan payments are received

**16. Aftercare:** Whilst still in contract with the Client selling properties on site

- a. deliver an aftercare service to buyers
- b. act as a key point of contact for buyers to report any issues with their new build property
- c. liaise with the relevant agency to provide a speedy resolution.