

WELCOME

# Sales & Marketing Services for the Housing Industry

LETS GET MOVING

**LWC/**  
LISA WESTERMAN  
CONSULTANCY



# As industry experts we provide a sales and marketing one stop shop service.



## WHO WE ARE

We provide professional sales and marketing services for the housing industry. Led by property expert Lisa Westerman, we are well respected both in the affordable housing and private housing sector for both our consultancy work as well as on site sales services.

As industry experts we provide a sales and marketing one stop shop service. Our multidisciplinary consultancy services can include guidance and support - from planning stage right through to when the last customer moves into their home at your Development.

Our on-site sales services can mean that we handle all sales enquiries, viewings and move ins, providing a first class customer experience. We work closely with housing providers to help mobilise and deliver successful sales programmes and provide advise and support in respect of their residential strategies and targets.

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**We partner with trusted suppliers to provide clients in the residential and housing sectors with high-end design, visual imagery and sales expertise**

#### **BRANDING & DESIGN**

- + Project naming
- + Brand Identity & Guides
- + Brochures & Print
- + Websites & Digital
- + On-site Marketing

#### **SALES & MARKETING**

- + Strategies & Training
- + Market Research & New Business
- + Policies & Procedures
- + Risk & Compliance
- + Social Media Campaigns

#### **CGI & ANIMATION**

- + Exterior and Interior CGI images
- + Axonometrics / 3D Spaceplans
- + Animation & Fly-throughs
- + Virtual Reality 360 Pano Tours
- + Sales & Marketing Apps

#### **ON-SITE SALES**

- + Handling enquiries
- + Off-plan sales
- + Show homes
- + Qualified leads
- + Viewings
- + Customer liaison
- + Sales progression
- + Customer move in





*LWC Rocky Road, Mounton - Lounge*

*Media*



*Feature Wall Concept*



HOW...

We provide a bespoke service, working closely with our clients. We provide help bridge any gaps in knowledge or expertise required to meet and deliver your sales programme and targets.

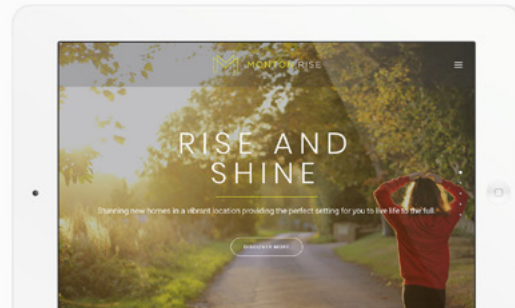
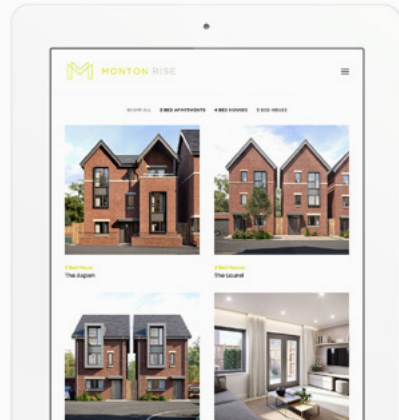
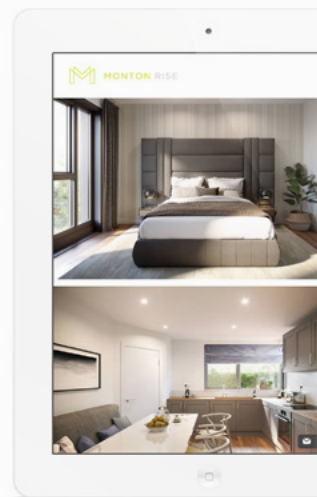
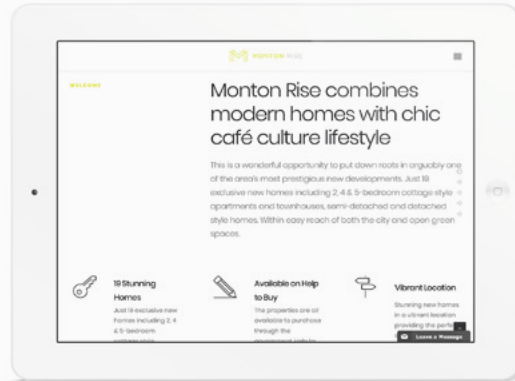
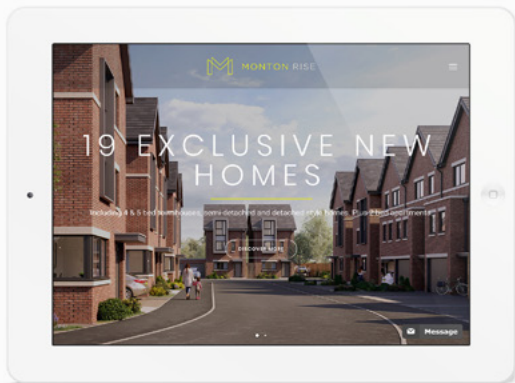


## OUR CLIENTS:

Our clients include Housing Associations, Local Authorities and House Builders providing advise and full support in respect of their residential strategies, targets and delivery.

# LWC/

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**CLIENT:**

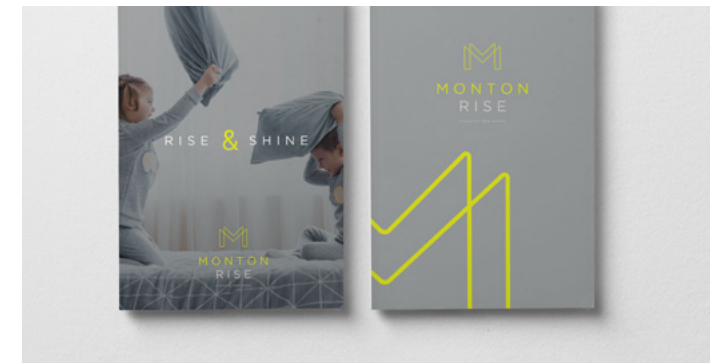
Snugg Homes

**PROJECT:**

Monton Rise | Private Sales Development

**SERVICES:**

- + Market research
- + Product & design review
- + Development name
- + Brand identity
- + CGI
- + VR
- + Brochures
- + Website
- + Hoarding
- + Sales and marketing strategy
- + Media planning
- + Show home
- + Sales services (full sales services including handling all customer enquiries, show home launch, viewings, open days, , move ins)
- + Weekly performance reporting





### Design Principles & Tone of Voice

When starting any design project or piece of marketing the following should be the starting point:

1. Less is more
2. Friendly and approachable
3. Straight-forward, honest & informative

Section: Principles & Tone

### The Brand

FABRIC LIVING

Fabric use the primary brand or where required the secondary colour palette and element design can be found on your account.

FABRIC

FABRIC

Section: The Brand

Primary Brand Colour	Secondary Brand Colour
Blue	Yellow
Grey	White
Dark Blue	Light Blue
Light Grey	Dark Grey

### Fonts & Typography

The Primary Helvetica family is the core font for our brand and is part of Adobe TypeKit.

Where Helvetica is not available and when using technical details Helvetica should use Arial Regular.

ABCDEFGHIJ12345?!  
abcdefgh12345?!

ABCDEFGHIJ12345?!  
abcdefgh12345?!

*Make yourself at home*

ABCDEFGHIJ12345?!  
abcdefgh12345?!

Section: Fonts & Typography

### Using the Brand

This brand should be given space to breathe. The brand needs to be clear, legible and distinctive in colour, styling, and layout for clarity. The brand colour is a highlight colour and not suitable for backgrounds.



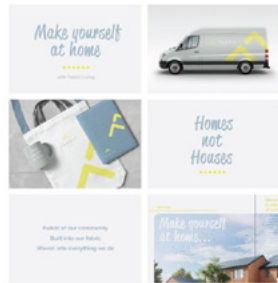
Section: Using the Brand



### Brand Style

The brand style includes color palette and typography. The key features of the brand style are:

- Other color
- Font of size
- Color of text
- Color of text
- Color of text



Section: Brand Style

### On-site Brand Style

On-site branding will include any branding on site for use in conjunction with Fabric Living on the ground.

Van, Aerial and Sign, other solutions will be implemented for consistency across brand assets.



Section: On-Site Brand Style

#### CLIENT:

First Choice Homes

#### PROJECT:

Fabric Living Corporate

#### DESIGN SERVICES:

- + Corporate name
- + Brand identity
- + Brand style
- + Brand guidelines
- + Brand development
- + Communications strategy
- + Programme review
- + Building the team
- + Marketing & PR
- + Social media strategy
- + Product review
- + Policies & procedures
- + New business appraisals
- + Risk matrix
- + Performance reporting





WELCOME TO THE COTTONS

A stunning new development of two, three and four bedroom homes in the popular area of Smallbridge.

This is a wonderful opportunity to own a home in the popular area of Smallbridge, situated in the heart of the Pennines, in the northwest of Manchester – a perfect location for families, couples and singles.

A exciting new development of two, three and four bedroom homes. The Cottons offers 28 fabulous new homes that are available to buy or rent through Shared Ownership or Rent to Buy. Both are popular Government backed schemes with Shared Ownership offering first time buyers and second mortgage the opportunity to purchase your new home at a low deposit. Rent to Buy is available to help young people avoid rent while on the housing ladder.

All homes have offer great features with high-end design and superb specification as standard.



DESIGN & SPECIFICATION

Kitchens include modern fitted units and fully integrated appliances. There are also eye catching, contemporary bathrooms, turfed gardens and off-road parking. All homes benefit from superb architecture, including new energy efficient boilers and full double-glazing making them inexpensive to heat and maintain.

CASE STUDIES

05/

CLIENT:

Rochdale Boroughwide Housing

PROJECT:

The Cottons

PROJECT TYPE:

Mixed tenure development including affordable housing

- + Market research
- + Design review
- + Tenure review
- + Name
- + Brand identity
- + CGI
- + Brochures
- + Website
- + Site signage
- + Show home
- + Sales and marketing
- + Media planning
- + Recruitment
- + Policies
- + Customer services
- + Performance reporting

THE DEVELOPMENT

We have a range of property types to offer, all made to the same exceptional standards and carefully considered design.

HOUSE TYPES	Bed	People	Sq M	Sq Ft	Quantity
A	2 Bed	4 Person	70.5 Sq M	753 Sq Ft	16
B	3 Bed	5 Person	84.8 Sq M	916 Sq Ft	12
C	4 Bed	6 Person	100.8 Sq M	1081 Sq Ft	10
D	2 Bed	3 Person	70.2 Sq M	753 Sq Ft	12

HOUSE TYPES

- Access Taxis / Traffic calming
- Private Wayward
- Parking
- Grassed area
- New Trees

Existing play area

Provision for play through the play area

the cottons

2 | 3 | 4 BED HOMES | SMALLBRIDGE | ROCHDALE

The Beech

BEDS	PEOPLE	GROUND FLOOR	FIRST FLOOR
2 bed	4 person	70 Sq M	753 Sq Ft

DESCRIPTION

These homes have a great location, surrounded by green spaces and excellent transport links. The development includes a private parking area for residents and a secure cycle store. The homes are built to a high standard and feature high-quality finishes throughout. The homes are also energy efficient and have a low carbon footprint. The homes are also well located for schools and transport links.

The Woodlands

BEDS	PEOPLE	GROUND FLOOR	FIRST FLOOR
3 bed	5 person	81 Sq M	876 Sq Ft

DESCRIPTION

The Woodlands offers a great location, surrounded by green spaces and excellent transport links. The development includes a private parking area for residents and a secure cycle store. The homes are built to a high standard and feature high-quality finishes throughout. The homes are also energy efficient and have a low carbon footprint. The homes are also well located for schools and transport links.





**CLIENT:**

WHG

**PROJECT:**

Multiple Projects | Shared Ownership Sales

**SERVICES:**

- + Market research
- + Policies and procedures
- + Critical friend, sales audit, mentor
- + Staffing review and team structure
- + Digital campaigns Social media & AdWords
- + Show homes
- + CGI
- + Brochures
- + Pano tours
- + Animation
- + Sales and marketing strategy
- + Media planning
- + Performance reporting for Executive team.







**CLIENT:**

Salix Homes

**PROJECT:**

Poets Swinton | Private Sales Development

**SERVICES:**

- + Market research
- + Product & design review
- + House type naming
- + CGI
- + Brochures
- + Website
- + Site signage
- + Sales and marketing strategy
- + Media planning
- + Sales services (full sales services including handling all customer enquiries, viewings, open days, move ins)
- + Weekly performance reporting











**CLIENT:**

Gecko Homes

**PROJECT:**

Minehead Avenue | Withington

**SERVICES:**

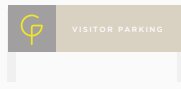
- + Development name
- + Brand identity
- + CGI
- + 3D animation fly-through
- + Brochures
- + Hoarding
- + Mailer
- + Copy writing
- + Sales and marketing strategy
- + Media planning
- + Sales launch
- + Marketing presentation
- + Press release







PAVILION GREEN  
BY FABRIC HOMES

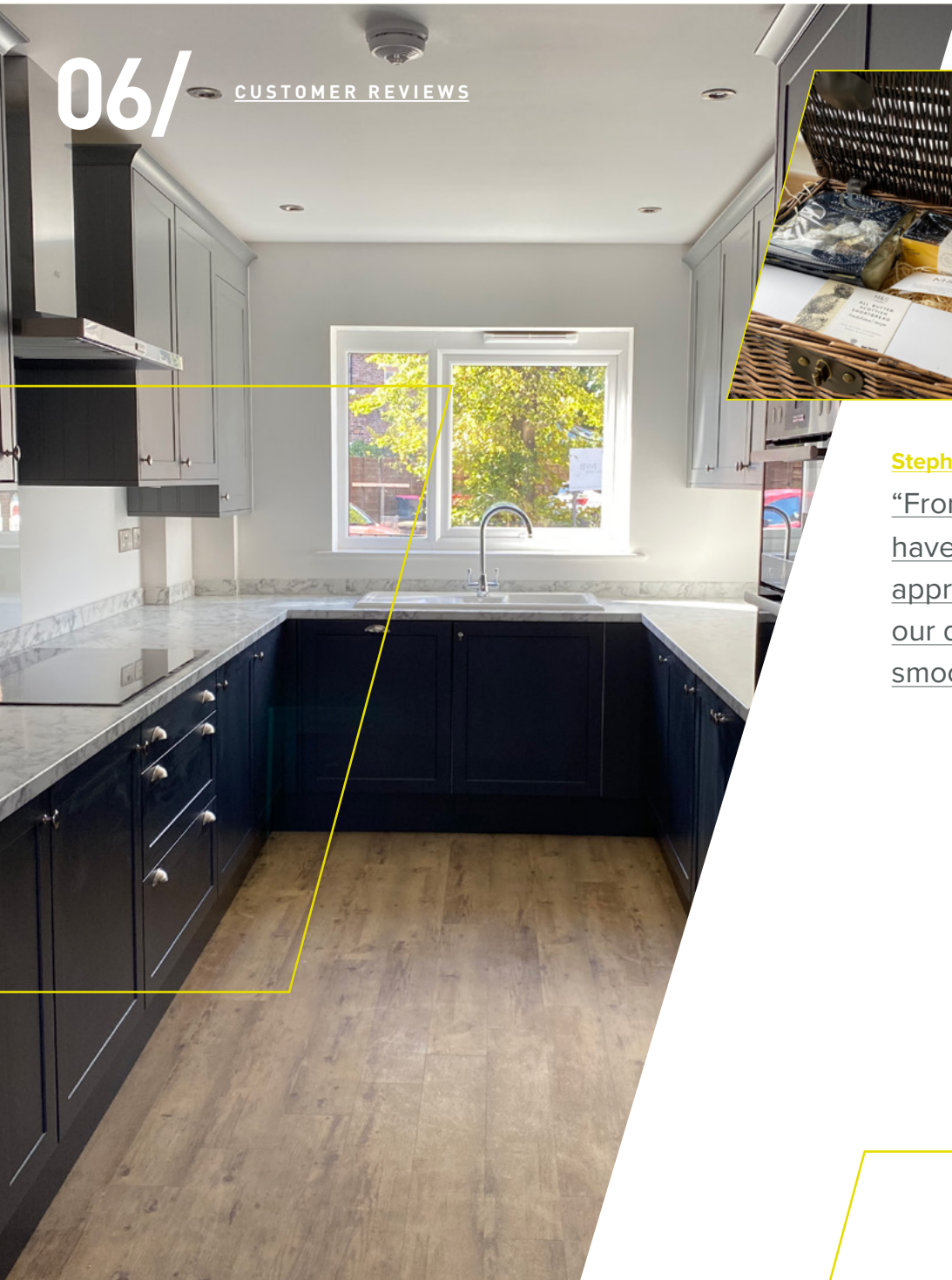


**CLIENT:**  
First Choice Homes

**PROJECT:**  
Pavilion Green | Royton

- SERVICES:**
- + Development name
  - + Brand identity
  - + CGI
  - + Brochure
  - + Hoarding
  - + HTML mailer
  - + Market research
  - + Copy writing
  - + Sales and marketing strategy
  - + Media planning
  - + Sales procedures
  - + Pricing strategy
  - + Press release





#### **Stephen & Amy, Monton Rise**

“From our first enquiry through to completion, you have been absolutely brilliant and we both really appreciate all the time you have put into dealing with our queries and making the whole process run as smoothly as it has. Thanks again”

#### **Kirsty, Poets**

“We used LWC to buy our first home and were impressed with how professional everyone we met on our journey. We had a lot of contact with the team throughout the buying process and they answered any questions or concerns with accurate information. Would highly recommend. Thanks again for making it all possible.”





“We have worked with Lisa Westerman Consultancy on our Monton Rise development since November 2018. Lisa played an instrumental role, helping us shape the brand identity, as well as devising and implementing a successful plan to market the new homes. Her professionalism and expertise in property sales and promotion ensured the success of this project, with all homes sold off plan and within target. A passionate housing professional, Lisa and her team are an absolute pleasure to work with. Her tailored approach to each development, topped with in-depth market knowledge, makes for versatile skills that can be applied widely in the property sector.

Snugg Homes are truly grateful to LWC for their enthusiasm and dedication to making Monton Rise a successful private sales scheme.

**Joanne Bonnington**

**Assistant Director of Development**

**Jigsaw Homes**



Lisa has been supporting RBH for the past 12 months as we deliver our first shared ownership and rent to buy homes. Her expertise in sales and marketing has been invaluable and she has helped us shape our approach and put in place the foundations we need to move forward with our ambitions.

Lisa is incredibly easy to work alongside and her professionalism is second to none. I wouldn't hesitate to recommend her to others.”

**Gemma Wood**

**Head of Development and Regeneration**

**Rochdale Boroughwide Housing**



**LWC/**

LISA WESTERMAN  
CONSULTANCY



Project

## Monton Rise - Snugg Homes

No. of Properties

19

% Reserved Off-Plan

100%



Project

## The Cottons - RBH

No. of Properties

39

% Reserved Off-Plan

100%



Project

## The Poets - Salix Homes

No. of Properties

15

% Reserved Off-Plan

100%



For an informal chat or formal quote please contact Lisa in the first instance

CONTACT US:

# LWC/

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