

our guide for developers

Exceptional marketing service for local, regional and national developers building homes in Gloucestershire, Oxfordshire and Wiltshire.



Perry Bishop

PROPERTY MADE PERSONAL

new homes

from conception to delivery



Having worked with Perry Bishop on our previous developments, we know that they bring with them their experience of the market, professionalism and enthusiasm. It's always a pleasure to work with the entire team."

DEBBIE WEIGHT

Group Sales & Marketing Manager, Rivar Homes

Why choose Perry Bishop for you new home development?

Our specialist New Homes team, working in partnership with our dedicated Land and Development service, offers an exceptional 'conception to delivery' service for local, regional and national developers looking to build in Gloucestershire, Oxfordshire or Wiltshire - from land acquisition through to new home sales.

Whether you are looking to build a single bespoke home or a large mix use regeneration scheme, our experienced New Homes team can advise on strategy and design and bring your homes to market - ensuring that you maximise the return on your investment.

We've worked with respected developers large and small across our patch, including: Colburn, Stonewood, Hills, Rivar, Spitfire, PJ Livesey, Bewley, Bovis, Redcliffe and McCarthy & Stone.

Specialist Client Managers, trained specifically in marketing new homes, are located in each of our offices, ensuring our developer clients receive a premium service.

**We look forward to working with you
on your next development.**



Nicola Williams

NICOLA WILLIAMS

Associate Director New Homes



services to meet *all your needs*

Some developers spend large sums of money simply listing their new homes on Rightmove and then hoping for the best. We strongly advise against this strategy, unless as well as building new homes you are experts in selling, marketing, negotiation and sales progression!

Here's just some of the reasons why developers choose to partner with Perry Bishop - often before a spade has been dug into the ground - and why many choose to work with us time and time again:

PERRY BISHOP'S EXPERT CONSULTANCY AND VIABILITY SERVICE

Ensure that you are making informed decisions pre-land purchase and/or pre-build. Our Land and Development team can assist by providing comprehensive advice and reports, including:

- Demographic reports
- Feasibility studies
- Pricing models
- Competitor analysis
- Design and unit mix options
- Sales and marketing strategies
- Planning advice
- Preparation of bid to acquire site



PERRY BISHOP'S SALES AND MARKETING EXPERTISE

Enjoy a bespoke sales and marketing package, ensuring your development attracts maximum interest and achieves the very best sale prices. Here's just some of what's included when you partner with Perry Bishop:

- Professional photography taken by interior and lifestyle specialists.
- Video tour and drone service.
- Show home dressing service.
- Creation of external and internal CGIs, to maximise off-plan sales (designed by trusted CGI specialist).
- Beautiful sales brochures, to include; photographs, key features, floorplans and EPC ratings.
- Highly visible promotion in our branch windows.
- Promotion on Rightmove and our popular responsive website.
- Advertising on our active social channels, including facebook and instagram.
- PR in local press plus discounted advertising.
- Access to our large database of home buyers.
- Accompanied viewings by professional viewings team.
- Assistance with recruitment of on-site sales team if required.
- New Homes expertise at branch level, who work on a commission basis.
- Regular scheduled client meetings to assess sales achieved and review marketing strategy.
- Sales progression service to ensure timely completions.



Helping landowners and developers across
Gloucestershire, Oxfordshire and Wiltshire

we've got you *covered*

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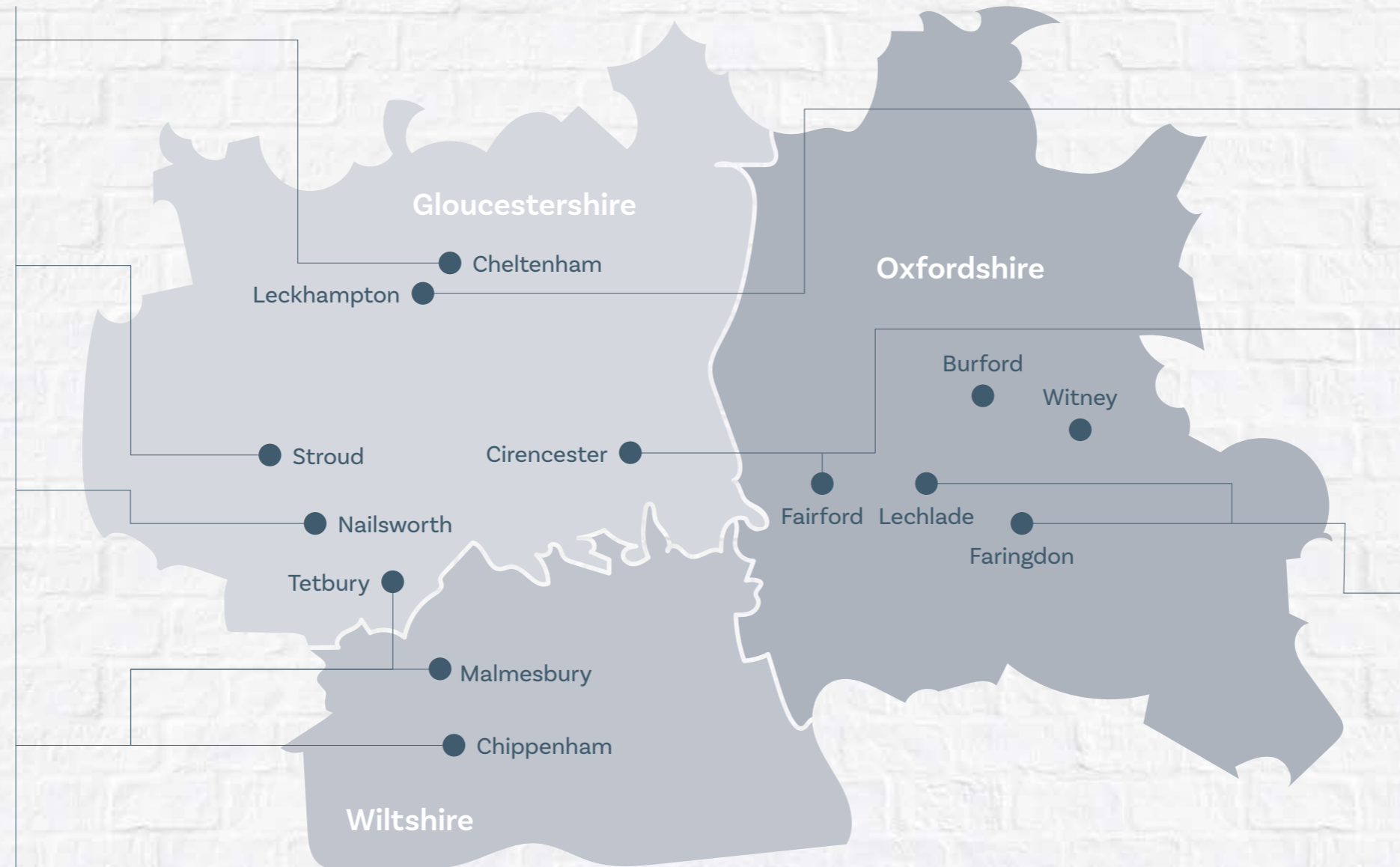
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