SITESALES

May **2023**

Newsletter

We are SiteSales.
Welcome Home.


SiteSales
Head Office
14 Devonshire
Square



May **2023**

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SiteSales Head Office,
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2023 so far with Ross Smith



As we reflect on the activity so far in 2023, it's certainly been a period of adaptation and change for the industry with the end of Help to Buy and rising interest rates that have now, in our view, levelled out.

CONTACT ROSS →

Encouragingly, we have seen an increase in leads generated for our shared ownership schemes with private sale demand also remaining resolute during what has been a challenging period. In the first quarter, we had over 5500 leads generated for our schemes - a 28% increase on Q1 2022.

Of course, we understand that lead generation is critical to ensuring high viewing numbers are achieved each week and the conversion rates from the leads to viewings are important. In this first quarter we converted 30% of our leads to viewings which is up by 5% on Q1 2022. Our current structure has meant that the sales teams are getting additional support from an excellent group of Sales Managers and their experience has most certainly been a contributing factor to the increased performance.

Between January and April this year we have managed to secure over 210 reservations giving us a conversion rate of 14% from appointment to reservation, an increase of 3% from last year's Q1. Albeit a small percentage increase, it does show that the demand remains strong, resilient and showing no signs, on our schemes anyway, of relenting.

Navigating through uncertain times is what we at SiteSales have been able to successfully do on multiple occasions over recent decades. We report effectively to our clients, whilst advising on how to best manage out challenging situations. It's this experience , together with a full and diligent 'backroom team' that sees the schemes we work on achieve success year upon year.

The opening of the Liverpool Street London office has already seen benefits, with increased client interaction coupled with far greater interaction between our internal teams. Improved collaboration has in turn meant for better communication. A streamlined and efficient service for our clients is at the forefront of what we do.

We are pleased to report positively on Q1 2023. It's a great start to the year but we are fully committed to ensuring we achieve the required results for our clients.

If you would like to seek consultancy advice on any of our services, please do not hesitate to contact me or any of the team.

Ross Smith
Director
ross@site-sales.co.uk


Click here to find out more on our website.



Case Study on...

THE ACER APARTMENTS AT WHITE CITY LIVING

Acer Apartments at White City Living, offers a vibrant new community in the London Borough of Hammersmith & Fulham featuring modern studio, 1 and 2 bedroom apartments.



How did we support the sale of homes at The Acer Apartments?

At the Acer Apartments, we offered a full sales service for Legal & General with additional marketing consultancy.

We were brought on board this project whilst the scheme was experiencing a period of strict S106 restrictions, which was limiting the sales rate of the development. Working alongside Legal & General, SiteSales was able to get these restrictions lifted, opening up Acer Apartments to the wider market.

What success have we had at The Acer Apartments?

Following the lifting of the S106 restrictions, our sales rate at The Acer Apartments was an average of 5 sales per month.



Total Units
87 Apartments

Sales Rate
5 per month

Beds
1 & 2

Client

Legal & General

Location
White City, W12

Tenure
Shared Ownership


Click here to find out more on our website.







Case Study on...

MAKERS YARD

CANNING TOWN - E16

Makers Yard, E16 is a collection of 245 one, two and three bed apartments and two and three bedroom duplexes.

How did we promote Makers Yard?

SiteSales are delivering a full Sales and Marketing service at Makers Yard, from branding, through to Marketing suite creation, on-site sales and completions.

SiteSales launched at the end of the Summer 22, completely off plan from an off-site sales cabin. Working with industry leading designers and marketing suite experts, the team bought the shell to life with a vibrant pink exterior and industrial brand. With the use of marketing tools such as an interactive system, virtual tours for all bedroom types - which can be experienced on a VR headset, full lifestyle and local area photography and videography and regular shared ownership educational events. Having worked with One Housing on both phase 1 and 2 at Hallsville Quarter, the team on site are well experienced in the buyer profiles, with a strong local area knowledge.

What success have we had at Makers Yard?

The Sales team at Makers Yard have been able to achieve an average sales rate of 5 sales per month from an off-site sales cabin.

Total Units
235 Apartments & 10 Duplexes

Sales Rate
5 per month

Beds
1, 2, 3

Location
Canning Town, E16

Tenure
Shared Ownership

Client

One Housing

Part of Riverside


Click here
to find
out more
on our
website.







Case Study on...

THREE WATERS

BOW CREEK, E3

Three Waters is a stunning collection of 1, 2 & 3-bed Shared Ownership apartments available in Bow Creek.

How did we promote Three Waters?

We were instructed by Peabody to provide a full sales service at Three Waters including marketing consultancy and portal management.

Three Waters benefits from being positioned in one of the city's fastest growing areas. This has allowed us to really emphasise the benefits of the lifestyle that will soon be available for local buyers. As well as direct riverside access, Three Waters also benefits from 24-hour concierge, a screening room and communal outdoor space, which our team are able to showcase, emphasising the development's unique offering.

How did we support the sale of homes at Three Waters?

Our Sales team were available at the development 5 days a week including Saturdays, ensuring flexibility for those searching for a new home. Prospective buyers could also register their interest on our website or call one of our sales consultants to receive further information.

Total Units
55 Apartments

Sales Rate
5 per month

Beds
1, 2, 3

Location
Canning Town, E16

Tenure
Shared Ownership

Client

One Housing

Part of Riverside

The people behind SiteSales...



Meet our Sales Progression Manager

Lindsay Willis

How long have you worked at SiteSales?

Just under a year. I come from a sales background, with roles as a Consultant and Sales Progressor, so I have a thorough understanding of transactions and what has to happen to keep them flowing smoothly!

How would you sum up your role as Progression Manager?

To oversee, support, encourage and engage. I manage the Sales Progression across all sites, working hard to cultivate relationships with purchasers, clients, brokers and solicitors - every element of the chain basically. I am here to ensure the smooth running of all transactions and problem solve if things get tricky. On average I oversee approximately 220 running sales at any one time, it's a busy job.



> **"I can overcome anything and everything with information. I try to understand the fundamentals of a problem, correlate as much information as possible, assess that information and eliminate obstacles until the problem is solved.**

In your role as Sales Progression Manager, what does a typical week look like for you?

I operate a very structured working environment which involves a high degree of self-management and client meetings. Mondays I reserve purely for admin and following up on reports any queries from the weekend. Tuesday, Wednesday and Thursday you will find me on site with the sales teams - I am there to troubleshoot, mentor, check files and documents. I absolutely love being on site - face to face with the team, helping staff learn and develop. Friday is my day in HQ, full of completion meetings and chasing clients.



Why did you decide to pursue this career?

I've always had a love for property but found myself driven to this career through a natural desire to want to make things better. Off the back of my own experiences buying and selling property, I felt I could really make a positive difference and do things properly. I'm seriously process driven, want to help everyone and love the feeling of achievement. It's an educational, supportive and advisory role, I thrive off the human connection – I want to be a safe pair of hands during what is one of the most stressful and expensive purchases we make in life.

What do you enjoy most about your job?

Watching the sales team flourish – seeing people learn, imparting my knowledge and knowing it makes a positive impact moving forward – the ripple effect.

CONTACT LINDSAY →

What challenges do you face in your role as Sales Progression Manager?

I can overcome anything and everything with information. I try to understand the fundamentals of a problem, correlate as much information as possible, assess that information and eliminate obstacles until the problem is solved. I will go over and above and get as heavily involved as needed to find a resolution. From reading and understanding headleases, providing clear explanation between conveyancers when lines of communication can get stuck, anything to ensure transactions do not fall apart and everyone is happy.

What are you most proud of?

A lot! One thing that springs to mind is taking on a site that had issues with contracts which delayed the start of completions but 3 months after completions had started the council changed the addresses. Having said all of that we have managed 57 completions in just under 6 months with a few sales going from MOS to exchanged in 17 days but we have managed to get one done in just 6 days.

Who inspires you?

My Stepmum – she is a strong, self-sufficient woman who can do anything, she gives me confidence I can do anything I want to; and my kids inspire me every day to do better. But I take inspiration from other cultures, their work-hard mentality – seeing people with a lot less give 120%.

What do you enjoy doing outside of work?

Travel! I visited 30 countries before I was 30 and my friends and I are now working on our 40 before 40 list! I love experiencing other cultures.

What are you most looking forward to over the next 12 months?

I have recently been promoted so already feel I have made a huge achievement this year. Looking ahead my goal for the year is to ensure all the sales negotiators are working independently to ensure maximum business growth. I want to continue cultivating client confidence, delivering great results, growing repeat business and building the portfolio!

Joel's Marathon Journey.

As SiteSales continues to support the incredible work of the NSPCC, I have followed in the footsteps of my colleagues Rachel and Tom, and ran the London Marathon.



Having always been on my bucket list, I was thrilled to get another chance to enter this prestigious event having had to pull out with an injury 6 years ago.

My training journey wasn't easy, and I can't say I will miss the early cold mornings on my own clocking up the miles, but I was lucky enough to not endure any real injuries apart from the odd blister. When the big day arrived, I knew that all the hard work had paid off and was excited to enjoy a change of scenery, with famous London sights and landmarks marking the route. Despite the rain, it was also incredible to experience the great support that the crowds bring every year, and the exciting atmosphere that they help generate.



Along with a sense of personal achievement, completing the London Marathon allowed me to raise money for NSPCC, the UK's leading children's charity. I was stunned to find out that it costs a staggering £30,000 to fund Childline for a day, so fundraising through events like the Marathon is instrumental in supporting these services. Last year, Childline received almost 67,000 calls from people worried about a child. This led to the NSPCC contacting agencies about 22,505 children to investigate abuse and neglect concerns. I am therefore proud to have raised over £2,000 for such an amazing cause.

I am looking forward to nominating one of the SiteSales team for our next challenge!

CIH Brighton 2023



On the 10th of May, we attended the annual CIH conference in Brighton.



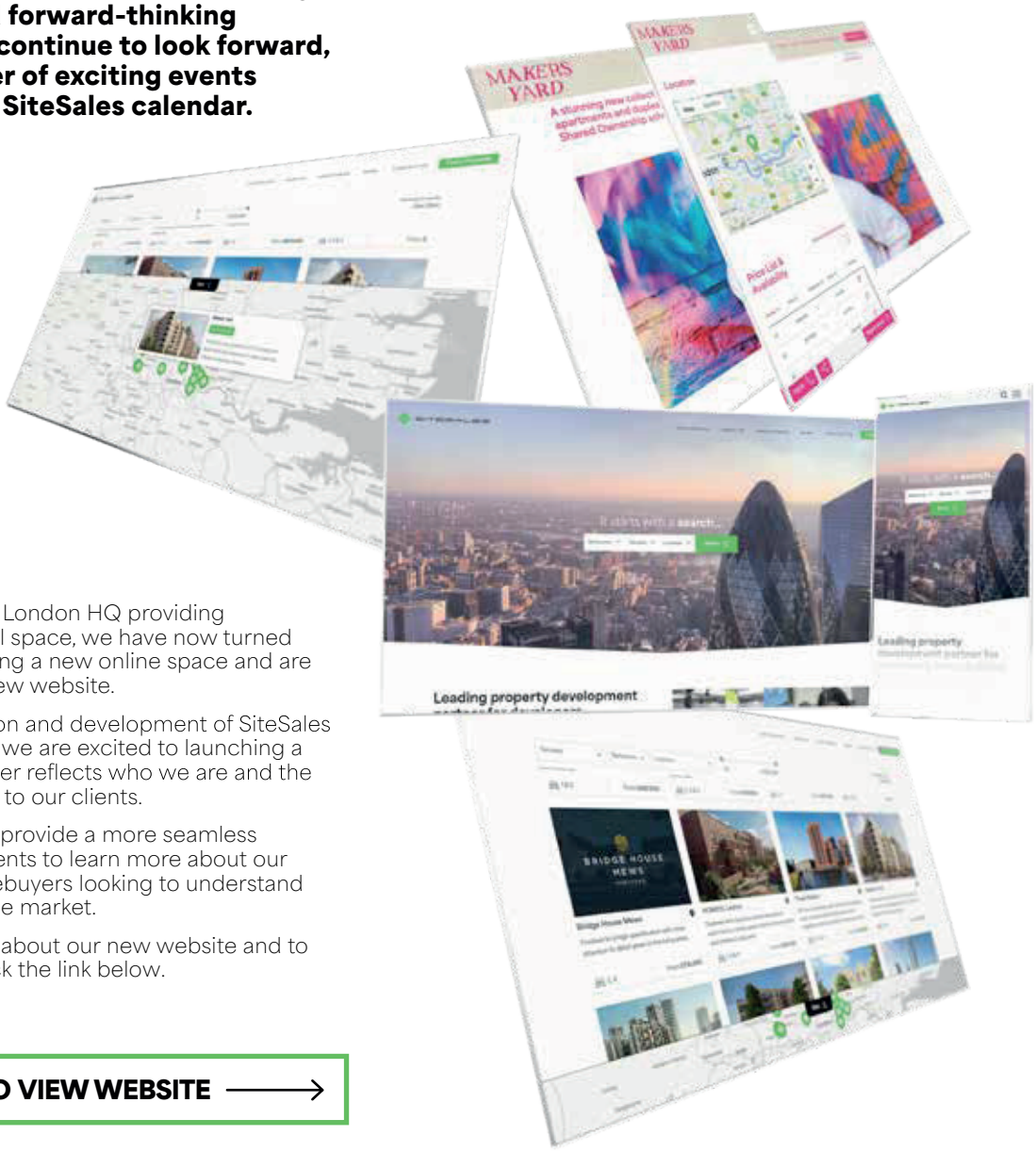
With the conference bringing together those with a variety of interests in the UK property industry, the event is a significant milestone in our calendar. An impressive line-up of speakers covered topics from asset management to sustainability for a comprehensive overview of the sector.

As part of the event, we took over the brand-new Soho Brighton Beach House for an evening. It Provided an opportunity to network with our colleagues in the wider industry and we thoroughly enjoyed catching up with new and old friends in a more relaxed setting with entertainment, live music, canapés and cocktails.



Upcoming News.

At SiteSales we pride ourselves on being an ambitious and forward-thinking company. As we continue to look forward, we have a number of exciting events coming up in the SiteSales calendar.



New Website Launch

With our new Central London HQ providing us with a new physical space, we have now turned our attention to creating a new online space and are working to create a new website.

Reflecting the evolution and development of SiteSales over the last 35 years, we are excited to launching a new website that better reflects who we are and the offering that we bring to our clients.

This new site will also provide a more seamless experience for our clients to learn more about our services and for homebuyers looking to understand what is available on the market.

For more information about our new website and to take a sneak peak, click the link below.

CLICK HERE TO VIEW WEBSITE →

Ross' Triathlon

This year our director Ross is competing in the London Triathlon Olympic Distance to raise money for Diabetes UK - A charity extremely close to his and his family's heart. It's a 1500m swim, 45km bike and a 10km run to finish.

It's been 5 years since Ross' injury that he sustained during a football match and the journey back to full health has been challenging, having to recover from mulitple knee injuries.

After several days in hospital, 3 surgeries and hours and hours of rehab later, Ross is now ready to take part in his second triathlon.

You can read the full story on Ross' JustGiving Page where any donations would be greatly appreciated.

Thank you!



CLICK HERE OR SCAN THE QR CODE TO READ ROSS' STORY & DONATE!







First Time Buyer Awards

On the 1st of September, we will be sponsoring the Best New Development in the South category at the First Time Buyer Awards. Now in their 13th year, the awards are run by First Time Buyer magazine to celebrate and recognise those providing opportunities for first time homebuyers. With our services centred around London and the South East, we are eagerly anticipating this year's awards to recognise the achievements of those working in this region.

We are SiteSales. **Welcome Home**

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view our
website.