

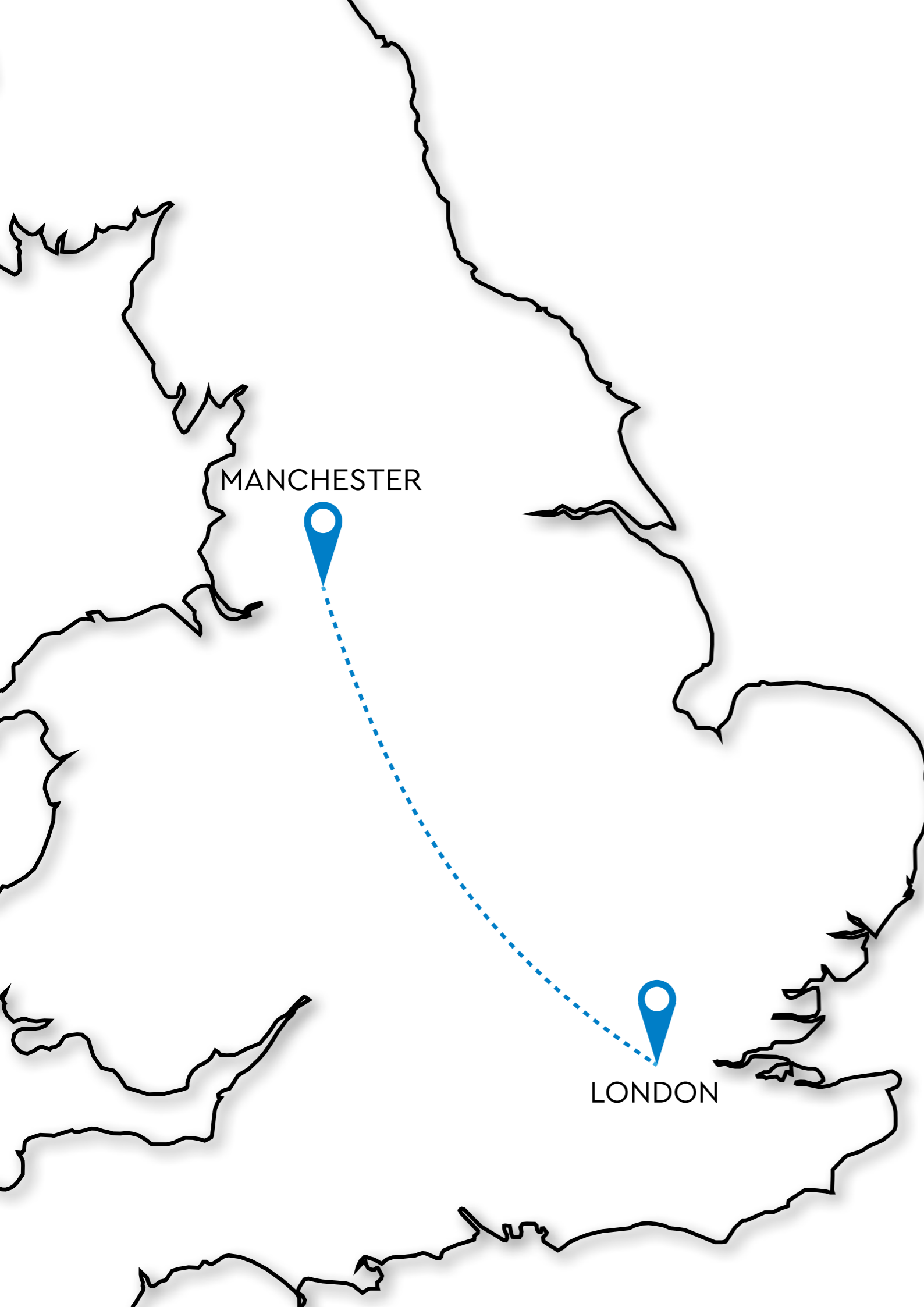
# Hi, KHG

SANDY MACMILLAN AND MARTIN FILLERY

**Full**Comms.

 COMPLETE MOVES

Property  
Booking 



# Full Comms.

- Over 20 years experience
- Delivering marketing & advertising services to the sector, alongside creative and digital
- Contract with the GLA to deliver the Homes for Londoners website for the Mayor of London
- Our own national portal, Property Booking



Owen Thomas *Group CEO*

**FullComms.**

**Property Booking**

**FullCircle.**

**COMPLETE MOVES**



**Sandy Macmillan**  
*Managing Director*

**Marketing, strategy and technology services**

- Brand strategy and identity*
- Web design and development*
- Video and photography*
- Email marketing*
- Search and paid media*
- Social media*
- Market research and intel*



**Jimmy Acton**  
*Managing Director*

**National affordable property portal, lead gen service, and customer database**

- Property listings*
- Lead generation*
- Lead validation*
- Open day handling*
- Marketing intelligence*



**Nick Malbon**  
*Managing Director*

**Property sales and marketing CRM system and workflow tool**

- CRM database*
- Bespoke workflow*
- Automation*
- Integration with CRM systems*
- Reporting tools*



**Martin Fillery**  
*Managing Director*

**Sales and lettings agency and new homes consultancy service**

- Traditional sales and lettings*
- Property marketing*
- New homes consultancy*
- Marketing intelligence*
- Resale and staircasing*



Launched in 2017, Property Booking is the leading shared ownership portal for first time buyers and the preferred online listing site for affordable home ownership providers. From high profile city centre developments to traditional town and country family homes, brand new properties to resales, our listings provide detailed property information, eligibility tools and appointment booking facilities. Everything buyers need to help find their perfect shared ownership home.

Also appointed by the GLA to deliver the Homes for Londoners portal on behalf of the Mayor of London.





## Find a Property

Search the UK's first shared ownership property portal.



## Get Qualified

Check your eligibility and receive a free financial assessment.



## Reserve

Book an appointment to view a property or reserve off-plan.

With over 2,700 homes available to buy with shared ownership across the country listed on [propertybooking.co.uk](https://www.propertybooking.co.uk) there's no place you'd rather be. From searching for your new home to booking your viewings, in just a couple of clicks you can learn more about shared ownership, check your eligibility, & line up your open day appointments. **Sorted.**

# A new way of working

Qualified lead campaigns are a service exclusively offered by Property Booking/Homes for Londoners.

This is a results-based service and a great way of boosting interest in your developments from high quality applicants. This has proved to be an extremely cost-effective way of delivering leads for developments offering Shared Ownership, saving the developer considerable applicant processing time and improving the customer journey around eligibility.



# Delivering qualified leads

- Multi-channel campaigns through Property Booking and Homes for Londoners, if relevant
- Targeted email alerts to our database
- Featured listing on the homepage of the website
- Featured listing on search results page(s)
- Social media
- PPC to reach an even wider audience



# Summary of HTB costs

Service	Cost
Qualified leads	£120 - £150 per lead
Boosted Registrations	£30 per lead
Open days	From £500
Targeted E-mail alerts	£225 cpm min spend £1000
Bespoke E-mails	£225 cpm min spend £1000  £250 Client design - built into Property Booking template  £500 Property Booking in-house design
Home page feature property	£750 per week £1,200 per 2 weeks
Premium listing	£350 per week £600 per 2 weeks

# Summary of SO costs

Service	Cost
Qualified leads	£50-£75 per lead
Open days	From £500
Targeted E-mail alerts	£150 cpm min spend £500
Bespoke E-mail	£150 cpm min spend £500  £250 Client design - built into Property Booking template  £500 Property Booking in-house design
Home page feature property	£750 per week
Premium listing	£350 per week £600 per 2 weeks



# A bespoke service

## **“How long will it take for you to deliver the leads?”**

This will depend on how much time given ahead of your required ‘lead deadline’. If the targeted number of leads are delivered ahead of time, we’ll let you know so you can decide if you want to buy more leads.

## **“How will I receive the leads?”**

Customer details will be supplied to your dashboard; from here you can export them. Enquiry alerts can be set up to any email address/mailbox of your choice, meaning your sales team can access new leads in real time.

## **“Can I select different campaign elements?”**

Absolutely! We can provide bespoke proposals for each campaign, tailor-made for your developments’ requirements.

So whether you’re looking for a comprehensive launch proposal, qualified leads or just a campaign boost, Property Booking will have something for you.

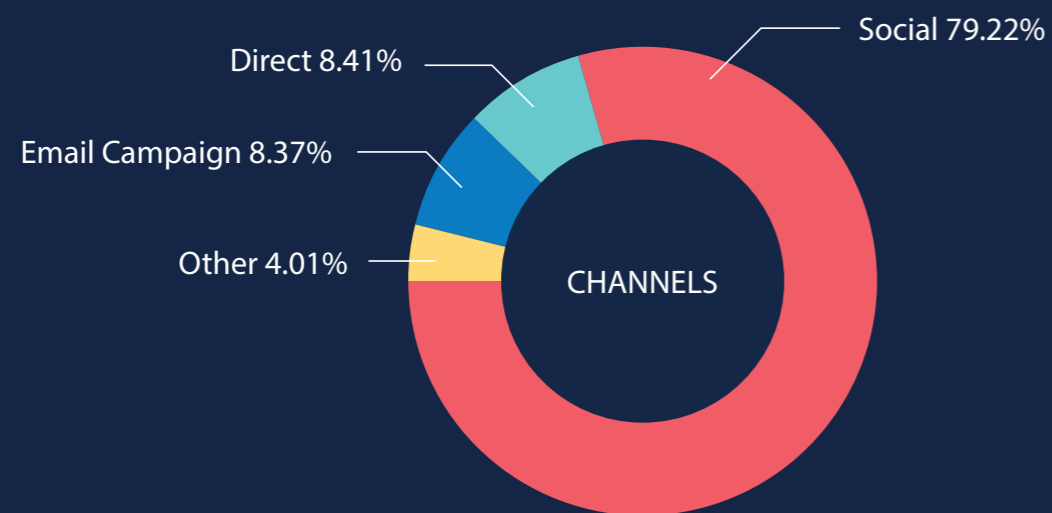


# Kent scheme on Property Booking

1-3 bedroom homes in Canterbury, Kent - from £61,250 for a 35% share

ENQUIRIES **78** APPOINTMENTS **17** APPLICATIONS **7** RESERVATIONS **3**

## MARKETING CHANNELS



## KENT DATA

Borough	Live	Work
1. Medway	██	██
2. Dartford	████████████████████████████████████	██
3. Gravesham	██████████████████████████████████	██████████████████████████████████
4. Tonbridge & Malling	██████████████████████████████	██████████████████████████████
5. Maidstone	██████████████████████████████	██████████████████████████████████
6. Tunbridge Wells	██████████████████████████████	██████████████████████████████
7. Canterbury	██████████████████████████████	██████████████████████████████████
8. Sevenoaks	██████████████████████████████	██████████████████████████████████
9. Kent	██████████████████████████	██████████████████████████
10. Swale	██████████████████████████	██████████████████████████
11. Ashford	██████████████████████	██████████████████████
12. Folkestone and Hythe	██████████████████	██████████████████
13. Dover	██████████████	██████████████
14. Thanet	██████████	██████████

“**300** properties found in Kent”

Current total living in Kent

**685**

Current total working in Kent

**509**



# COMPLETE MOVES

Complete Moves is your dedicated sales and marketing agency, providing full client services to UK housing associations and developers.

We embrace the sales and lettings process from development feasibility, pricing strategy and optimisation through to handling enquiries from potential purchasers and renters, arranging and hosting viewing appointments and events, to the day the customer receives the keys.

With a marketing, creative, digital, media and strategy service available, Complete Moves makes it easy.



# What we do & how we do it

## Pre launch

Review floorplans & specification to ensure the homes make the best use of space and value for you & your future customers

Understand your KPIs and targets

In-house marketing, digital and creative services



COMPLETE MOVES

# Turning enquiries into reservations

Manage all enquiries & leads, organise and host viewings & open days

Affordability and eligibility checks

Ensure customers understand the buying process & manage their expectations

Provide a full suite of branded documents to accompany applications, if required

Manage the whole sales process including issuing letters, MOS and CML forms

# Moving day & beyond

Home demos and home owner packs

Completion day handover with buyers

Follow up with customers once they've moved in

Monitoring, reporting and analysis of the marketing & sales process including customer satisfaction surveys and end of scheme reports



# Fees

We're not a flat-rate-fee kind of company.

Our structure will be tailored for your individual development and service requirements, most likely as a percentage of GDV for our Complete sales & marketing offer, or a fixed, agreed, fee for plot sales only.

Fees would normally be invoiced 50% on exchange, the remaining 50% on completion when exchange is achieved ahead of practical completion. If completion is achieved after handover, 100% of our fees will be invoiced at completion.



COMPLETE MOVES

**Sandy Macmillan**  
Managing Director

T: 020 7637 4909  
M: 07919 355615  
E: sandy@fullcomms.co.uk

---

**Martin Fillery**  
Managing Director

T: 0203 640 7111  
M: 07494 870176  
E: martin@complete-moves.co.uk

**FullComms.**

2nd Floor, Radiant House  
36-38 Mortimer Street, Fitzrovia  
London, W1W 7RG

**Property  
Booking** 

Jactin House  
24 Hood Street  
Ancoats Urban Village  
Manchester M4 6WX

 **COMPLETE MOVES**

2nd Floor, Radiant House  
36-38 Mortimer Street, Fitzrovia  
London, W1W 7RG