Stubbings
Property
Marketing

It's in our nature

The specialist in the sales and marketing of brand new homes

Welcome to Stubbings Property Marketing

A multi-service sales and marketing consultancy dedicated to the new homes market.

Experts in our field, at Stubbings we offer a full suite of sales and marketing services, specifically tailored for the new homes market. From producing in-depth development appraisals to project managing your scheme, advising on branding and specification, through to selling your homes or offering training for your own sales staff, our experienced team can provide a tailored solution to meet your specific requirements.

It's in our nature

Experts in our field

Specialist services on tap:

When you work with Stubbings you are guaranteed access to an experienced and very proactive team of property professionals.

At Stubbings we pride ourselves on the strong and lasting relationships we build with our clients. We will always go above and beyond to maximise your sales and make any scheme as cash positive as possible – with strong backgrounds in house building, this approach is in our DNA.

What we believe sets us apart is our ability to not only act on behalf of your team, but to become a part of it. We know the value of spending time getting to know your company, your ways of working and the individual challenges you face. This enables us to really understand your organisation and to tailor our services to meet your specific needs.

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Putting down roots

Land Sales:

At Stubbings, our land team has the experience and the in-depth area knowledge to support you in your future land deal.

Whether you have a plot of land to sell or are seeking land, we have considerable experience and an excellent track record in both the sale and acquisition of land.

We are regularly approached with opportunities; both land for sale and house builders/clients looking for new sites. Drawing on our network of agents and contacts, we can work as an effective introducer and negotiator on your behalf.

Whether you want some preliminary advice or would like us to act for you, we'd be happy to help.

Chris Coates, Managing Director, Oakford Homes:

"When Helen and the team at Stubbings approached us with a site in Farnham Common, we knew that it would have potential. Drawing on their extensive experience in this arena, coupled with their knowledge of our business, they had carefully matched our requirements with what the site had to offer. They are a great team to work with and we look forward to doing business again soon."

Digging deeper

Market research and development appraisals:
At Stubbings, we know the property market inside out.

Alison Deakin, Sales Director, CALA Homes:

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The team at Stubbings is a great choice if you are looking for a thorough, in-depth and reliable market research report for a potential new development. We know we can place total confidence in the information they provide and I am always impressed by the level of detail and insight which they deliver.

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In an ever changing market, getting access to up to date information and advice, which can guide you on the potential of any scheme, is vital to maximising its future success. Our dedicated market research team can offer a full range of services to help you with any element of a scheme or site purchase.

We will always take the time to physically visit the site in question, as we feel this is the only way to build a true picture of the market on a micro level. This coupled with our strong network of agents and contacts allows us to tap into local knowledge and really get under the skin of what’s happening on the ground.

Whatever your potential project, we can conduct a full market analysis. Handpick from our extensive range of services the elements that are relevant for your business and we will create a bespoke report that is carefully tailored just for you. We aren’t restricted to delivering our reports in a predefined template or format – so we can deliver a report to meet your specific requirements.

Planning ahead

Project management and sales support:

We offer a full project management service for our clients from the pre-purchase of land all the way through to the building of the homes, their subsequent sale and eventual handover to the customer.

Whatever your needs - whether you want to call upon us for ad-hoc support or you'd like our continued consultancy on a retained basis, we can offer a range of flexible solutions.

If it's support in the selling of your homes you are after, then look no further. Our impressive track record in exceeding our clients' sales expectations is why so many of our clients have chosen to partner with us, time and time again.

Whether you are looking for us to run your entire sales function, provide intermittent support or to work alongside your existing team or instructed agent, we have the experience and the expertise to maximise leads and drive sales.

Duncan Johnston, Development Director, Bournemouth Development Company (a Morgan Sindall Investments JV):

"Stubbings has played a pivotal role in the delivery and subsequent success of our new scheme in Bournemouth. From their input into the early design stages, including layouts and specification, to managing the scheme's launch and running the ongoing sales function, their knowledge, insight and experience has been invaluable."

Harvesting our experience

Specification solutions:

Drawing on our extensive experience and market knowledge we can assist you in making specification decisions that are right for you and your customers.

Understanding the market on a micro and a macro level is so important if you are to make the right decisions on specification. Local preferences coupled with national trends can have a significant impact on customer expectations and price perceptions and navigating this often complex arena is our speciality.

We can help you to identify what your customer base will be looking for, ensuring you are spending in the right places, while taking the opportunity to save in others. Drawing on our supplier contacts across the market we can deliver for you a bespoke spec service, negotiating on your behalf, while helping you to differentiate your product in the local market place.

By carefully marrying your budget with customer expectations we can help you to ensure that every penny spent will help to drive a return on your investment.

Richard Taylor, Regional Sales Manager, Porcelanosa:

“We have been working with the Stubbings team for a number of years and their commitment to quality and style has never wavered. They are always very proactive when it comes to keeping up with new trends and designs, while their knack for perfectly marrying a specific development with the right interiors is impressive.”

Rob Munn, Sales Director, World’s End Tiles:

“In all of our dealings with Stubbings we have found the team to be professional, creative and always great fun to work with. They have a good eye for design and I am always impressed with their ability to put themselves in the mind-set of the buyer, ensuring each individual scheme not only meets but exceeds buyer expectations.”

James Metcalf, Managing Director, The Big Bath and Big Kitchen Company:

“The Stubbings team are always aware of market trends and work closely with us to achieve the best look within budget. Their extensive experience within the new homes sector means they are constantly looking to evolve and improve each scheme with a seamless flow between rooms. By combining this knowledge and experience with our very own team’s specialist expertise and our vast product range, we are able to deliver a truly impressive result, every time.”

Growing the brand

Public Relations:

To complement our full suite of marketing services, our in-house team can provide you with all the support you need to run a successful media campaign.

From providing PR consultancy to developing tailored PR campaigns, drafting and selling-in press material and providing crisis communications support, we know how to get people talking about you, for all the right reasons. Looking for some help with your social media campaign? From building your Facebook page to running your Twitter account, we can help you to join the conversation.

Our expert copywriters can assist with the drafting and editing of a full suite of marketing materials, from one-off mailers and leaflets to comprehensive corporate and development brochures. Whether it's ad hoc support or the regular drafting of materials, we can offer a tailored solution to meet your specific requirements.

Katie Sully, Development Director, ISIS Waterside Regeneration:

"The service we have received from the team at Stubbings has been second to none. They have enabled us to reach out to a wide range of media and secured us some fantastic coverage. From announcing planning submissions to the trade press to placing case studies in the nationals, forging relationships with the local media and running our social media channels, we know we are in expert hands."

Sowing the seeds

A suite of training and development services:

Experienced in the training of quality sales and marketing personnel across the house building industry, we can help you to develop your team's potential.

Sales Training
From assisting you in recruiting a new sales force to managing your staff's ongoing training and development, providing mentoring support or manning your developments on your behalf, we can offer the full package.

ContactBuilder
As an advocate of ContactBuilder, one of the industry's leading contact management systems, we can introduce you to the system. What's more, as an official training partner we can fully train your staff to ensure they aren't just familiar with this valuable customer database but are passionate about it and fully equipped to maximise the value it can offer your organisation.

Mystery Shopping
If you are looking for support in monitoring and reviewing the performance of your sales teams on site, then look no further. We offer a comprehensive 'mystery shopping' service that not only assesses how well your teams perform, but offers advice and solutions to help improve performance and increase lead conversion.

Malcolm Freeman, Director of ContactBuilder:

"The team at Stubbings have always been incredibly proactive when it comes to maximising the value our database brings to developers. When we needed to expand our training team to meet demand, Stubbings were the obvious choice as a training partner. They are a real asset to our organisation and have enabled us to continue delivering a first class training and consultancy service to both our new and existing customers."

It's in our nature

Cultivating relationships

At Stubbings our clients enjoy the benefit of our extensive connections, across the new homes market.

From introducing you to the right suppliers for your specific project to setting up and facilitating creative pitches and partnering you with the right mortgage and legal advisors, we can draw on our experience and contacts to create the perfect match for your organisation.

Our Partners Include:

- Customer Databases
- Interior Designers
- Creative & Design Agencies
- Tile Contractors
- Bathroom Suppliers
- Kitchen Suppliers
- Signage Contractors
- Mortgage Brokers
- Solicitors

Pick of the crop

Mansell

From launching a new division to securing sales on site.

The brief:
We were approached by Mansell Construction Services Ltd to assist them with the launch of their Mansell Homes brand across Southern England.

Our approach:
We took the Mansell team through an entire branding exercise and have put in place substantial processes and procedures to support a professional and seamless sales process. Since the launch of Mansell Homes we have played an integral role in advising their in-house team across a number of areas, from marketing their homes to making key decisions about specification.

Progress (on-going):
We are now managing the sales function on all Mansell Homes' developments across Southern England. From running the marketing across all of the schemes to taking reservations and seeing these through to completions, we are providing a full sales package.

Andy Duff, Managing Director, Mansell Homes South:

"The knowledge and experience that Stubbings has brought to our organisation is significant. They have shown a real understanding of our business and the challenges we face and have become an integral part of our team. From their input into product mix and specification to successfully launching a number of our schemes and ensuring their continued sales success – the value they have added has been immeasurable."

MansellHomes

It's in our nature

Pick of the crop

Bournemouth Development Company

The Citrus Building, Bournemouth

From creative input to a successful sales launch.

The brief:
We were brought on board by the Bournemouth Development Company to assist with the launch of the Citrus Building – its first residential and commercial development.

Our approach:
Ahead of works commencing on site we managed the pitch process to appoint a creative agency for the new development. We have had an input in the development's design as well as inputting into the legals. We have advised on all elements from sales values and branding to recommending the specification.

Progress (on-going):
We have since taken the Citrus Building to market with our own sales team on site and are enjoying significant sales success.

Duncan Johnston, Development Director, Bournemouth Development Company (a Morgan Sindall Investments JV):

"We have been very impressed with the Stubbings team and the way in which they have helped us to bring the Citrus Building to market. Their input throughout the project has contributed significantly to the development's success and since launching on site, they have already achieved a substantial number of sales. Absolutely no regrets!"

BournemouthDevelopmentCompany

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Pick of the crop

ISIS Waterside Regeneration

Brentford Lock West, Brentford

From concept to completion, we provide the full package.

The brief:
From pre-planning all the way through to its launch and continued sales presence on site, we have been appointed by ISIS Waterside Regeneration to play a major role in the successful development and delivery of its impressive waterside scheme in Brentford.

Our approach:
Acting as the development's in-house sales and marketing department we have been involved across all aspects of this project, advising on everything from property mix and specification to branding the scheme and launching it to market. We have installed an established sales team on site, who are responsible for all aspects of the sales process from driving leads to taking the reservations, seeing the purchase through to completion and handing the properties over to the customer.

Progress (on-going):
Following the sell-out success of the initial releases, we continue to run the sales function on site, with notable success as the development progresses.

Katie Sully, Development Director, ISIS Waterside Regeneration:

"The value that Stubbings has added to the successful delivery of Brentford Lock West has been significant. They are always on hand to offer expert and carefully considered advice and have helped us to overcome some significant challenges along the way. From their input into the early design stages to running an extremely successful sales team, we couldn't have asked for more."

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Nurturing the Community

Giving something back

In addition to our vast array of client work, at Stubbings we are committed to giving something back – both to the local communities where we work as well as the industry as a whole. From supporting events such as an annual sports event to sourcing local gift vouchers for new residents to support local, independent stores and raising funds for charity, we believe it's the little touches that can make all of the difference.

Encouraging and supporting young people looking to join the new homes industry is another of our passions and we regularly invite work experience students to come and work alongside us, gaining a real insight into how the new homes market works and the variety of roles it encompasses.

Brentford School for Girls:

"We'd like to thank the team for offering one of our sixth form students such an interesting and valuable work experience placement. She gained a real insight into the new homes industry and learnt a great deal from everyone on the project, who generously gave up their time to share their knowledge and skills."

Tom

"I had a great time working with Stubbings and gained some really valuable experience. When it came to applying to university, being able to demonstrate that I had spent time working in industry really helped me to stand out."

Isobel

"I really enjoyed my work experience with the team at Stubbings. I learnt a lot about the world of property sales and marketing and it gave me some ideas about my future career path. Everyone was really welcoming and friendly and I look forward to sharing what I learnt with my class mates."

It's in our nature

No matter how last minute or how large your problem, we will find a solution to grow your business – call us on 01628 482276 or email sales@stubbingsltd.co.uk

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