



Michael
Jones
& Company

Your Development, Our Strategy
Land & New Homes





Welcome to Michael Jones New Homes

With over 30 years of experience working with major and smaller independent developers, we have become the market-leading local estate agent.

Our expertise of marketing new developments combined with the power of our residential sales teams, guarantees maximum exposure and innovation for every development.

A bespoke marketing strategy

We attract the right buyers for you through targeted campaigns that put your new development firmly in the limelight.

Working with our in-house creative and marketing department, we will produce a powerful marketing strategy, identifying the unique selling points which make your development stand out and tailoring a set of objectives to reach your target market.

In combination with a customised brand identity, professionally designed and written brochures and a carefully scheduled promotional plan to utilise all appropriate on and offline marketing channels, our thorough, contemporary and precise approach will get you the right buyer, at the right time, at the right price.

Most of our marketing services are included as standard, however some do incur additional cost. We'll talk to you about how each product can benefit your particular development and achieve the best value for your budget.



The building blocks for success

Great Copywriting

Beautifully written and accurate descriptions of your development are so important in marketing.

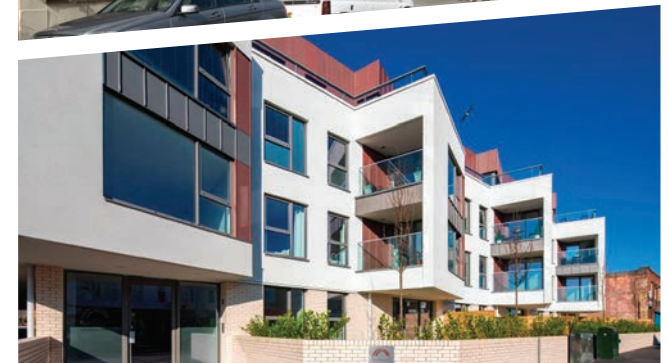
That's why we employ our own professional copywriters to compose the inspirational descriptions which play an essential role in attracting buyers to your development.

Great Imagery

It is also vital to give audiences a visual experience of what your development has to offer.

Computer Generated Images, virtual walk-throughs and artists' illustrations will produce a realistic impression of your new development to encourage sales off-plan. These are used within brochures and all advertising materials, until we can replace with photographs of the finished product.

Once the development or show home is complete, our in-house professional photographer will capture every unique feature, as well as lifestyle shots, which can then be incorporated into the ongoing marketing plan.



Digital Marketing

Through digital marketing channels we make sure that new homes are always capturing attention, turning those online clicks, likes and shares into enquiries and giving your new development the extra promotional push it deserves.

rightmove  ZOOPLA

OnTheMarket  PrimeLocation



Our Website

Our website remains one of the most eye catching, easy to use and informative property sites around. There's an easy to navigate New Homes specific search function, making it straightforward for buyers to search new developments and homes easily from any device.

Social Media

Social media is the world's most powerful and readily available marketing platform. As a matter of course all of our properties are published to our followers and target demographics with many of our clients increasingly using our paid Facebook campaigns, to target a very specific and unique audience.

Email Marketing

The backbone of our digital advertising drive, email marketing, is an integral part of showcasing new property developments in our portfolio. That's why we ensure our property alerts and our newsletters are a cut above the rest to reach a premium audience.

Property Portals

We invest heavily in Rightmove advertising, the UK's #1 property portal. Through featured agent boxes, premium listings and downloadable brochures, we ensure our properties stand out from the crowd. We advertise on all of the four major portals to ensure your development is seen by every buyer.



Printed Marketing

As part of our exhaustive approach, we utilise traditional printed advertising methods which still have an important role to play in building awareness and generating sales. Whether creating touchpoints for audiences who are less active online or driving offline to online enquiries, printed materials can help reinforce the superior quality of a development and build excellent customer engagement.



Development Brochures

Bespoke professionally designed brochures are at the heart of what we do best and are produced as a result of close consultation with yourselves and our in-house copywriter, photographer and graphic designer. Professionally printed as standard, it is important that the brochure is of excellent quality so it reflects the quality finish of your new development. Of course, brochures are also prepared in a digital format so they can be easily issued and viewed by online audiences.

Magazines & Press

Our bespoke marketing campaign for your new property development can be integrated to make use of different types of media, including targeted newspaper and magazine advertising. Professionally written press releases are sent to the country's most popular lifestyle and property publications, including The Sunday Times, Mail on Sunday and The Evening Standard, plus many more.

Display Boards

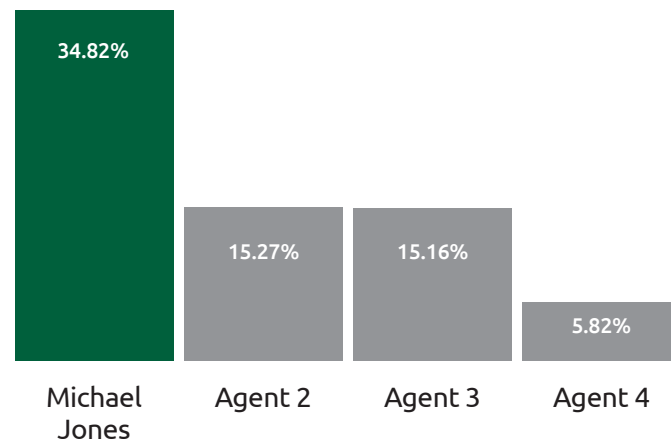
Our office window displays and on-site development hoarding panels are designed to stand out, creating a sense of arrival and a concise summary of the development.

Top Selling Agents

Maximise your investment by having West Sussex's top selling agency deliver you the best results.

Not only are we adept at selling local homes to local buyers, our teams are also accustomed to engaging with buyers who live outside the immediate area - a service which requires an extra level of expertise and customer service.

As a result, we've enjoyed another great year of being the county's top seller, out of the 55 agents in our area, and we sold more properties in West Sussex than any other estate agent between 1st January 2021 and 1st January 2022.



(Source: Rightmove Intel Market Share in BN11 & BN15 01.01.21 - 31.12.21)

We attract buyers from all over the country

The heatmap demonstrates the buyer hotspots we have successfully engaged with and how a large amount of buyers move to the West Sussex area from London in particular.





SHOWCASE Bayside Apartments, Worthing

Marketed from £250,000 to £1.6 million

The Development

Roffey Homes developed the former 'Aquarena' swimming pool site into an iconic new development of 141 high quality 1, 2 and 3 bedroom apartments, positioned in a prime location on Worthing seafront.

The Result

Launched in January 2018, first contracts were exchanged in June 2018, almost 3 years before completion. 50% were sold in the first 12 months of marketing with the remaining 50% sold in the following 18 months. All apartments are now occupied.



SHOWCASE Bella Vista, Goring Seafront

Marketed from £595,000 to £695,000

The Development

A Goring seafront site was acquired for Standing Stones Developments, which saw the demolition of an existing timber framed property and the redevelopment of four luxury beachfront apartments.

The Result

All four plots were sold off plan during Autumn 2021 with completions taking place in March and April 2022.



SHOWCASE Tate Residences, Hove

Marketed from £325,000 to £2 million

The Development

We worked in conjunction with Roffey Homes and Sussex County Cricket Club, demolishing an existing pub at the entrance to the cricket ground for the redevelopment of a new bar/restaurant on the ground floor and seven storeys of high-end apartments above.

The Result

37 homes were launched in January 2021 with 33 contracts exchanged in the first 12 months of marketing, a full year before practical completion. All apartments have now sold been with first completions expected in early 2023.



SHOWCASE Lennox Gate, Worthing

Marketed from £190,000 to £285,000

The Development

The site was acquired for Rocco Homes for the redevelopment of 35 new build apartments, located close to the heart of Worthing town centre.

The Result

Sales began late in 2019 with first completions taking place in the Summer of 2020. All 35 plots were successfully sold in 14 months.



SHOWCASE Kingsway, Hove

Marketed from £595,000 to £1.5 million

The Development

A landmark eight-storey residential development constructed by Rocco Homes, on Hove seafront.

The Result

Tasked By Rocco Homes to sell the four high-end penthouse apartments at the Kingsway development, all four plots were sold once completed.



SHOWCASE Teville Road, Worthing

Marketed from £225,000 to £345,000

The Development

The site was acquired for Clapham Properties located close to Worthing Railway Station, to convert a commercial building into nine residential apartments.

The Result

Launched in the Summer of 2021 all nine apartments were subsequently sold, with first completions taking place in February 2022.

Revitalising your development

We can also provide advice on comprehensive site re-launches, including renaming and re-branding where required. This specialist service is aimed at re-injecting life into residential developments that have lost, or are beginning to lose, sales momentum.

Our proven approach to building bespoke marketing strategies, combined with our totally objective analysis of each development, provides hugely positive benefits for not only our current client base but prospective new clients as well.

So regardless of where a development may be in its sales cycle, we will guarantee an improvement in results.



Land & Development

With a track record of success dealing with complex sites, we offer expert advice to land owners and developers. Our dedicated Land and New Homes teams work closely so you will benefit from a full-service approach.

As one of the leading development consultants in Sussex, we have extensive knowledge of, and a proven track record in, residential and commercial development sites. Through our network of architects and planning consultants, and working relationships with commercial and London acquisition agents, we know about excellent opportunities before they go to market.

Whether acting for individual land owners, corporations, local authorities or Trusts, we know how to make your asset work for you. From single plots, to larger schemes on commercial or residential sites, we will guide you through the process.

Key steps to selling your land

- 1 Instruct us to provide a market appraisal
- 2 Discuss the best sale route
- 3 Assist with planning advice if required
- 4 Commence extensive marketing campaign
- 5 Manage viewings and meetings
- 6 Collate all offers for consideration
- 7 Agree Sales Memorandum
- 8 Manage the transaction through to completion



SHOWCASE

Shrublands Nursery, Angmering

- 3.8 acres of agricultural and commercial land
- Sold to Sigma Homes Ltd

Description

A complex transaction with three separate landowners, all with various shareholdings on site. Working with all parties, an Option Agreement was entered with a chosen developer who managed to secure planning for in excess of 40 residential units. Working closely with our New Homes department, marketing and development appraisal advice was provided to the buyer making it a seamless transaction.



SHOWCASE

Land at Old Blacksmiths Yard, Angmering

- Residential development site for two 3 bed houses
- Sold to West Sussex developer

Description

Initially we provided development advice to the vendor, putting them in touch with local architects and planning consultants. Once planning was granted for two 3 bedroom houses with landscaped rear gardens and a car barn per property, we brought the site to market and generated multiple offers for the client. The purchaser obtained GDV advice from both our New Homes department and our local residential office who then assisted with disposing of the properties once constructed.

Our Team

Our dedicated land and new homes teams are here to help you, no matter where you are in your development journey. Please get in touch and we would be happy to discuss your requirements in further detail.



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