



Sales, lettings
and marketing
– our agency
and consultancy
services

redloft

Who we are

Delivering brilliant projects takes real experience, vision and collaboration.

Red Loft are market leaders for housing consultancy, development and regeneration.

We deliver seamless end-to-end project services at any or all stages of a development from initial site finding through to the handover of new homes.

We are deeply embedded in public, private and affordable housing scheme networks, delivering high-profile projects across London and the South East.

Delivering brilliant projects takes real experience, vision, and collaboration.

We started our journey over 20 years ago and are proud to be building the foundations of a better tomorrow with leading partners of Councils, Housing Associations and Private Developers.

Danny Sutcliffe our founding partner, is joined by our other partners Neil Jervis, Wendy Hegarty and Chris Cheeseman as part of a strong team of 50+ staff and associate housing and mixed-use practitioners. When you commission Red Loft, you will have access to the full range and breadth of experience of the wider Red Loft team, adding significant value to the services and advice we can offer.

Our business services include:

Sales and Marketing Directorate: we have a highly successful sales and lettings team delivering the sale of high-quality new build homes for market sale and Shared Ownership sales, and a growing programme of London Living Rent lettings and Rent to Buy.

In addition to new build sales, the team offers a range of additional services and consultancy, including Sales and Marketing feasibility reports, resales and staircasing, training, policies and procedures, scheme reviews and team health checks.

This broad range of services that we provide means that we have a deep understanding of the end-to-end residential development process and so understand how key sales and marketing is successfully delivered.

Land and Viability Directorate: our team carry out viability assessments bringing our detailed affordable housing knowledge to create real value for clients. This team also sources and secures land for our clients to meet their requirements, whether they be private sector developers or housing associations. They also carry out feasibility and market research reports.

Development Consultancy Directorate: this part of the business advises on the delivery of housing and regeneration projects and provides resources to our clients to help manage projects on time, to budget and delivering quality homes. Our clients include some of the country's largest developing Housing Associations and Local Authorities but also some smaller charities who are often undertaking smaller but highly valuable development projects.

We can provide interim support for clients from strategic high-level roles, senior development expertise through to project management roles. Our skills include financial modelling, project management and we can also advise and deliver on development processes and procedures through to structuring and ensuring compliance for funding from Homes England and the GLA. We are also able to undertake more strategic consultancy from business analysis through to governance reviews.

Our sales and lettings offer

New build sales and lettings agency services

We provide a comprehensive, commercial service and excellent customer journey across London, the South East and Home Counties for a range of clients, mainly Housing Associations and Local Authorities.

We have an excellent reputation for our customer experience, as evidenced by our 5* Google and Trust Pilot client testimonials.

We are achieving excellent rates of sale and the majority of developments are now being sold off plan.

Whether our clients appoint us to do their marketing, or they do their own in-house, we make sure that our response to new leads and enquiries is exemplary, providing multiple touch points with prospective buyers, and production of comprehensive, professional sales packs.

Like most things in life, a great sales campaign requires a lot of planning and preparation – and as soon as we are appointed on a development this process begins, with site familiarisation, allocating a named team, organising collateral and assets, agreeing KPIs and processes.

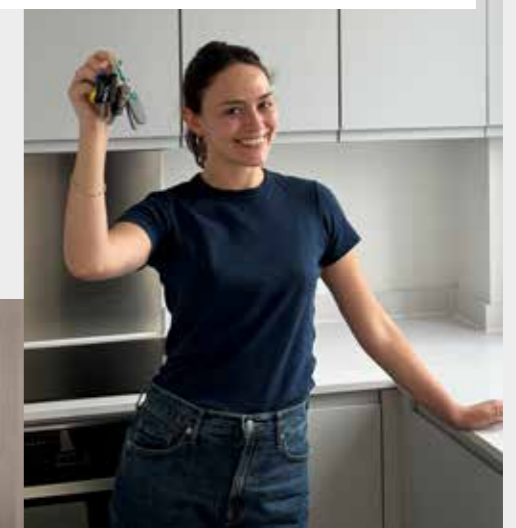
We have a leads and enquiries team available six days per week, 8am to 6pm, providing a responsive and customer focused service. This is followed up by a team of proactive and professional site-based specialist sales consultants providing a flexible, customer focused viewing service, with real knowledge and experience of the physical development and the tenure/product. As a result, our conversion rates from viewing to reservation is excellent, as is our customer feedback. Our Shared Ownership process is robust to ensure compliance with all relevant affordability and eligibility requirements.

Each new build site has a dedicated Sales Manager / Client Lead and site based sales consultant who is fully familiar with the project.



"My experience with Red Loft was amazing and I am truly grateful to Moiz for all the support, patience and kindness over the past 5 months. The journey of buying a home can be incredibly stressful but Moiz and Nikki were always there to answer any questions and soothe my anxieties. They were amazing from day 1 and super professional all the way through. There was so many hurdles along the way but having Moiz and Nikki consistently there has been truly amazing and supportive. I definitely recommend them and I'll definitely use Red Loft in the future!"

**Filipa, Shared Ownership Purchaser at
Aytoun Road**



Some of our sales team



Our team regularly update their training on AML, GDPR and NHQB and best practice.

Once a sale is in progress our dedicated sales progressors make sure that the sale is completed within minimal timescales. Our excellent relationships with mortgage brokers, panel solicitors and clients' conveyancing solicitors, combined with our commitment to keeping customers informed of the process and next steps, results in optimal sales periods and high rates of customer satisfaction.

Sales completions are managed efficiently, with Home Demos and completion day key handovers. Post sale we will ensure that our clients receive a fully GLA/HE audit compliant file.

We have great connections and working relationships with key specialist providers such as mortgage brokers and panel solicitors, and this creates partnership and a single goal approach.



Some of our recent and current new build sales and lettings clients:



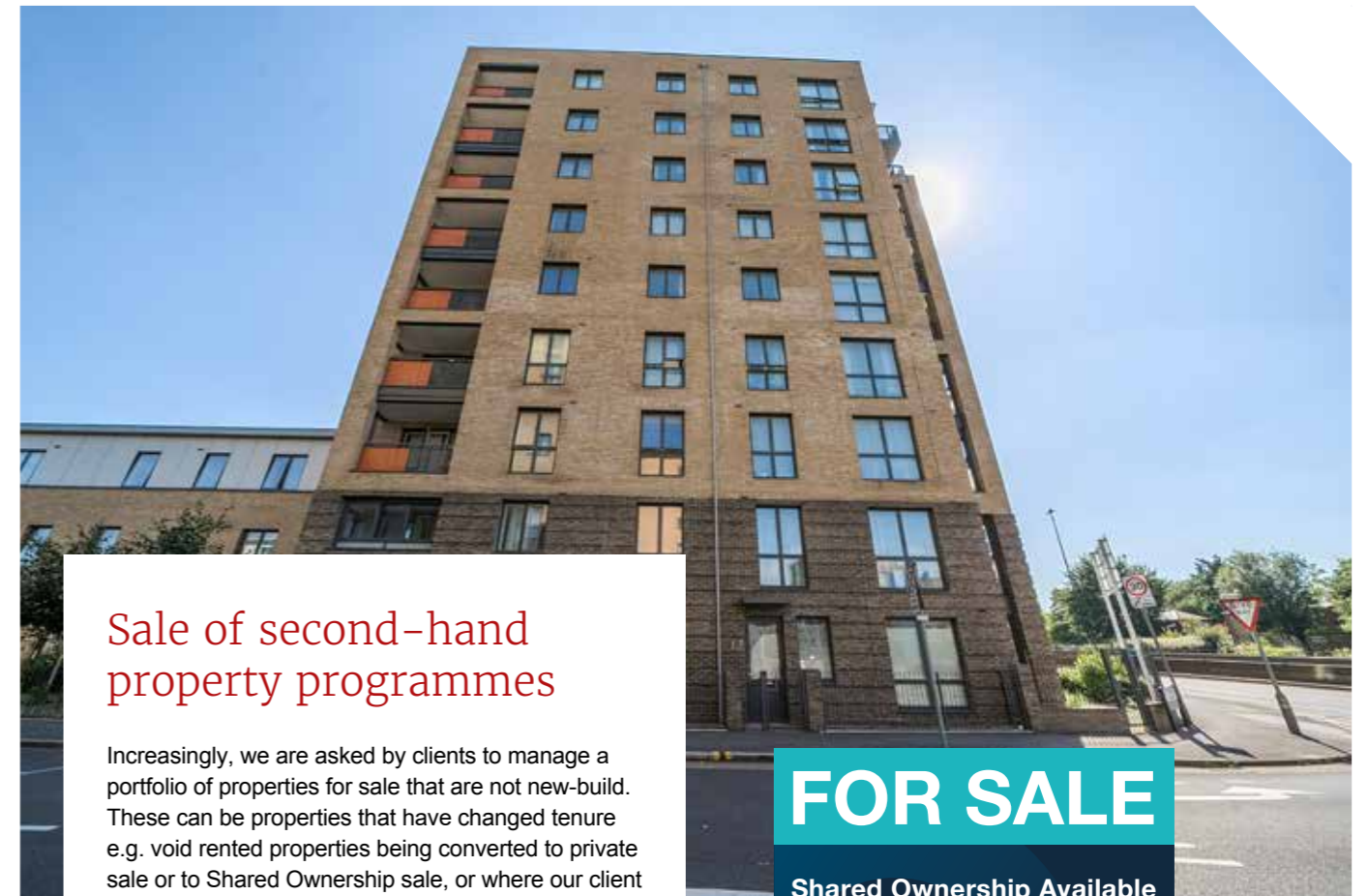
"Working with Red Loft has been a breath of fresh air. We have sold some challenging schemes almost entirely off-plan, despite some very tight parameters and delays with Local Authorities. They are passionate about providing new customers with a great experience and have been excellent during the completion and move-in process. We are looking forward to working with the team in future as they share our values and deliver a great service."

Katie Collins, Head of Development - RHP



"I've worked with Red Loft for a number of years now and they have been brilliant. They are experts in sales in the area, and at ccha we know we can go to them when we need advice, support or are unsure of anything. For us, they look after our sales from the early development stages to sale completion and they really care about what they do. They make sure that we and the customers get the best experience possible from the sale process. As a smaller Housing Association, having Red Loft on our side has been essential in ensuring our sales go smoothly and we stay compliant."

Rachel Luney, Senior Marketing & Sales Officer - ccha



Sale of second-hand property programmes

Increasingly, we are asked by clients to manage a portfolio of properties for sale that are not new-build. These can be properties that have changed tenure e.g. void rented properties being converted to private sale or to Shared Ownership sale, or where our client organisations have purchased back individual units or blocks of properties for remedial works. Sometimes there are individual properties for sale that have arisen through buying back from leaseholders facing financial crisis.

We have excellent experience in managing these types of diverse portfolio of properties, providing a combined marketing and sales service, including producing marketing collateral, arranging photography and floor plans, EPCs, producing KIDs, digital marketing across a range of portals, managing leads and enquiries, arranging and hosting viewings, assessment of applications and management of offers, through to an efficient sales progression and onto sales completion. This single point of contact simplifies the process for our clients and delivers a steady income.

Furthermore, because of our large in-house development expertise and resource, we are also uniquely placed to offer a broader service where we can manage the entire programme from identification of properties, through to project management of the full refurbishment works and the sales and marketing – making life much simpler for our RP clients who can outsource the whole programme and benefit from a streamlined process.

Thrive Homes

Peabody

FOR SALE

**Shared Ownership Available
0207 539 3745**

Thrive Homes SELLING AGENT **redloft**



Scan to find out more

SOLD

**Shared Ownership Available
0207 539 3745**

Thrive Homes SELLING AGENT **redloft**



Scan to find out more

Resales, relets and staircasing



Relets and LLR conversions

We are well placed to deliver a responsive and effective re-let service for intermediate and LLR lettings – minimising void periods and costs. We will proactively promote the property, carry out affordability and eligibility assessments quickly and commence tenancies at the earliest opportunity.

As Shared Ownership sales experts we are also very well placed to manage your LLR tenancies transitioning to Shared Ownership sale.

Resales

We provide a comprehensive and professional service to Shared Ownership leaseholders looking to assign or sell their equity. As you will know, the benefits of assigning a Shared Ownership lease to a new shared owner are many – retention of the Shared Ownership equity and rental stream, 'recycling' the property to provide opportunity to new shared owners, and of course providing professional service and support to your outgoing shared owner.

By outsourcing the resale service, you may find that your organisation will no longer incur Economic Crime Levy **subject to any other qualifying activity undertaken by your organisation, we recommend that you take financial advice on this. Please let us know if you have any questions about this.*

Our resales service is similar to our service for second hand properties – we will procure and produce professional quality photography, floor plans, EPCs etc and promote the property via various digital platforms and portals. We will ensure that the incoming shared owner meets all relevant eligibility and affordability requirements, and liaise with professional parties such as brokers, solicitors etc.

Staircasing

We offer a full staircasing service that meets the needs of both the Shared Ownership leaseholders and your organisation. We can also run staircasing promotional campaigns for your organisation and leaseholders.

“What a great service Red Loft provide. Nikki made my staircasing a smooth and stress-free process. Emails were always answered quickly and were always reassuring that things were moving forward. Nikki kept me updated with what was happening. Thank you so much for making this stress free.”

Vikki A - Purchaser at Caraway Court for ccha
Google review

“I cannot fault the service provided by Nikki in assisting us with staircasing, having come across a number of issues when we initially applied through our Housing Association. Nikki was extremely friendly and professional, she ensured a smooth process to completion and nothing was too much trouble.”

Andy C - Purchaser at Maple Close for B3 Living
Google review

Google ★★★★★



Interim staff resources

As well as providing sales, marketing and lettings expertise on an agency basis, we provide flexible staffing options on short to long term basis, either full or part time, to support your own in-house team with periods of peak activity or gaps in staffing. We can provide high-quality staff at all levels from operational through to strategic guidance and overview at Director level, in various disciplines including Sales, Development and Marketing.

For example, the sales team at B3 is made up of a Red Loft Sales Manager and Marketing Consultant, as well as leads and enquiries management through our front line customer service team.

Our lead Senior Sales Progressor was recently working on a short term, part time basis at Southern Housing providing much needed sales progression support.

We also provided a senior interim placement at L&Q to review internal LLR lettings staffing and processes.

“Nikki joined our team on an interim basis as a Sales Progressor. Nikki slotted-in seamlessly with the team and picked up her own sites with ease and confidence. Nikki used her prior experience and relationships to meet the targets she was set. Nikki got on well with the rest of the team and we all wished she could stay with us a little longer!”

Jade Skates, Sales Manager
- Southern Housing



“Red Loft has recently provided both interim sales personnel and sales strategy consultancy work to a very high standard. Interim services provided by the Red Loft team have included site specific sales and marketing strategies, as well as an overview of our sales function. The team at Red Loft are easy to deal with and very thorough and professional in their approach with us, the Local Authority and with our customers, and we would highly recommend their services to others.”

Jon Hayden, Exec Director of Development
- B3 Living



Market research and scheme feasibility reports

Working across our Sales and Land & Viability teams, we have a skilled in-house resource delivering comprehensive market research and feasibility reports.

These reports are often commissioned by clients seeking independent support for their in-house development approval processes.

Our reports are thorough and provide site-specific insight into demand, affordability, competitor analysis, pricing, realistic sales assumptions and KPIs, as well as local site information, transport links, key employment areas.

As well as collating information and facts we will provide critical analysis. Our experience enables us to deliver great advice on specification, layout and space standards to optimise value and marketability. Our specialist experience in affordable housing will also ensure compliance with GLA and Homes England guidance where applicable.



“Red Loft are experts in their field and who know the affordable housing sector inside out. They work collaboratively and show a deep understanding of Local Authority’s political and administrative operation. They produced complex work to and excellent standard within tight deadlines.”

Andrew Anderson- Programme Director at LB Lambeth.



Red Loft has supported our Sales & Marketing and New Business teams with in-depth market research and feasibility reports to support our offers and governance processes. Their knowledge of the specialist markets in which we work, along with expertise in new-build development and sales has enhanced the assurance we’re able to offer our executive and board.

Patrick Duffy, Director of Land & Regeneration- Anchor



Barbara Nemeth, Head of Research Consultancy

sempra
HOMES



ccha
Delivering on our promises

anchor

Lambeth



In-house procedures

Whether your organisation is a new entrant to the market or an established provider, sales and marketing processes need to be up to date with consumer code, grant conditions, new model leases and best practise. Red Loft works for over 100 different clients in a typical year, across Land, Development and Sales and we see the very best practise in play, and also see where processes that are not optimised can impact on outcomes. Our experience is unrivalled and we have an excellent track record in working with clients to deliver.

SNG Sovereign Network Group

wandle

Luton

the guinness partnership

Opendoor Homes



Health checks and reviews

We have been instructed on a consultancy basis to carry out ‘health check’ style reviews of clients’ in house team. This involves reviewing staffing levels, cost of provision, services provided, customer feedback, accessibility, marketing output and sales outcomes. As a result of these health checks, we have been able to make key recommendations for improving service delivery, optimising sales periods, and creating some value for money opportunities.



CHP

ZEN HOUSING

Hexagon

L&Q

Marketing services

As a leading sales and marketing agency, we work closely with some of the best creative and media agencies in the business. We can provide a one-stop shop to procure and project manage a cohesive and targeted marketing campaign, utilising the most effective and cost-efficient collateral. Our marketing output is of an extremely high-quality and meets all regulatory and best practice measures. Our online portal presence is managed way beyond an initial upload, it is regularly reviewed and we analyse the quantity and quality of leads, tweaking our campaigns and refreshing our listings frequently to ensure maximum exposure and effectiveness. We work with leading creative agencies to ensure that your marketing collateral is on-message, relates to your target audience and is achieved cost effectively.

We will project manage the process, acting as quality control and contract managers to take this away from you as the client.

As well as portal listings, brochures and electronic mailers, we also will ensure that site signage, directional signage and show homes, if required, are procured with a keen eye for detail, quality and continuity of design and messaging throughout.

We have also managed the creation of client-own websites / microsites to ensure they are user friendly, appealing and accurate.



Strategic consultancy

Sometimes our clients need support with programme management and / or strategic overview of multiple sites on a programme wide basis. This can involve managing a client's in-house team for short or long term periods or can mean managing the client's sales agencies acting in the role of client. It can also be a review of an entire development programme for sale, highlighting key risk factors, pinch points in terms of staffing and/or cashflow, review of tenures.

Red Loft's ability to crossover our experience in both sales and development means that we are an excellent choice for this type of strategic management of programmes for sale. As well as our well-established in-house team, we also have an excellent resource of Associates to call on across London, the South East and Home Counties.



"BD Reside partnered with Red Loft to deliver our new residential Sales and Lettings website. Emma and the website design team demonstrated an impressive understanding of the different needs of the business – and more importantly, the needs of our customers. They made the whole process a smooth one; from agreeing the scope, sourcing the assets and enhancing the user journey, to testing and launching the new site. We're delighted with the additional functionality and look and feel of the new website."

Steve Thorn, Senior Management & Executive - BD Reside

Get in touch



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