



SPECIALIST **SHARED**
OWNERSHIP SALES AND
MARKETING SERVICES

SHARED EXPERIENCE
SHARED DRIVE
SHARED OWNERSHIP



HOW WE DO BUSINESS IS MORE IMPORTANT THAN THE BUSINESS WE DO

Our focus is to connect the right buyers to the right properties in a way that protects and enhances the integrity of shared ownership.

The Shared Ownership Shop is dedicated to our core clients who are registered providers, local authorities, developers, property investors and existing shared owners across England and Wales.

With expertise in maximising share sales, exceeding cash targets and reducing the impact of void loss, we can speed up sales with an ethical and value driven approach to service provision - one based on fairness, openness and honesty to create well informed, keen and willing buyers.

PERSONALITY FOUND IN OUR PEOPLE

TRUSTED AND RELIABLE

CONFIDENT AND CAPABLE

PASSIONATE AND APPROACHABLE

INNOVATIVE AND DYNAMIC

ETHICAL AND RESPECTFUL

The Shared Ownership Shop has a wealth of experience in all aspects of shared ownership from development and product design through to market research, sales, marketing and leasehold management.

We are represented on national housing groups and professional bodies relevant to the housing sector. We have a comprehensive understanding of the capital funding guide, the model shared ownership leases and the joint guidance on shared ownership issued by the Council of Mortgage Lenders, the HCA and the National Housing Federation.

TRUSTED BY MANY REPUTABLE CLIENTS INCLUDING:

Bromford.



heylo



ANYTIME **ANY** **PLACE** ANY SHARE

NEW HOME SALES

- » A flexible service that compliments existing resources
- » A positive experience for your applicants from enquiry through to move in day
- » Managing demand to encourage well informed, qualified buyers
- » Providing performance and insight data to inform your growth strategy



OUR AGILE APPROACH ALLOWS FOR A BESPOKE NEW HOMES SERVICE TO BE DESIGNED TO SUIT YOU

» REPORTING/REVIEW

Throughout the sales cycle we can provide you with performance reports to include, for example performance against targets for sales income, share size, sold off plan, void periods, time from reservation to completion.

» SITE SALE PREPARATION

Assisting you and your team to ensure everything is in place to market properties three months prior to handover including RICS valuations. We will work with you to develop a marketing plan that reflects your sales policy and any section 106 obligations.

» MARKETING

Advertising homes using Rightmove and our own purpose built shared ownership website as well as with the local Help to Buy agent, where applicable. Our advice extends to branding, arranging show homes, the production of marketing material and promotion of incentives.

» QUALIFYING ENQUIRIES

Ensuring that every interested party is pre-qualified and their affordability checked before arranging a viewing or taking a reservation 'off-plan'. We can signpost people to our knowledgeable IFAs. At this stage we also signpost any unsuccessful applicants to more suitable housing choices in an open and ethical way.

» APPLICATION SUPPORT

Assisting any applicant to complete the formal approval process in line with your policy. You can use our standard application form for ease and continuity, or we can use your own. We personally assist the applicant to gather all the necessary supporting documentation.

» VIEWINGS

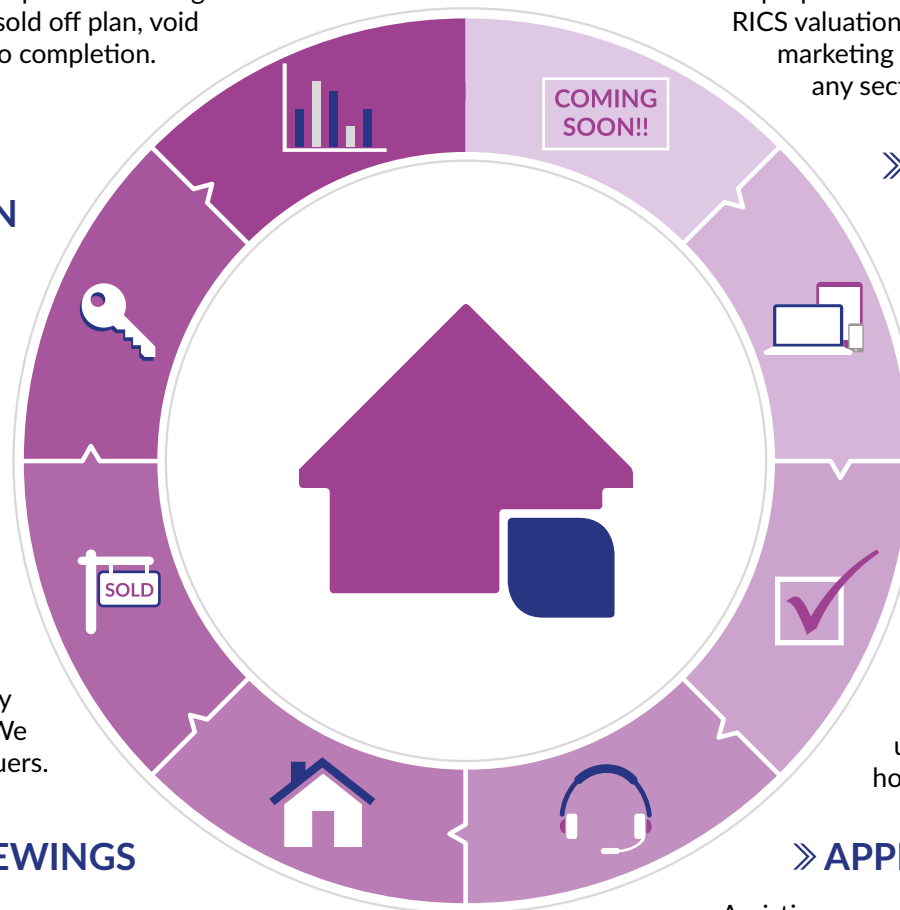
Arranging open days, or accompany viewings ourselves. We make sure that nobody visits your site unaccompanied and take viewing safety very seriously.

» SALES PROGRESSION

From the issue of the memorandum of sale to legal completion, we will make sure that all buyers are professionally represented by specialist conveyancers. We will progress the sale until completion, and be mindful of any timescales set by yourselves for exchange and completion. We will also arrange access for mortgage valuers.

» COMPLETION

On completion day we can assist with handover to your buyer and welcome them to their new home.





LET'S GET THE BEST FROM YOUR EXISTING STOCK

RE-SALES

- » An easy to use solution for your customers who want to sell
- » Enhancing your reputation as a shared ownership provider by ensuring compliance with your lease
- » Qualifying and educating your new shared owners
- » Maximising stock retention and increase staircasing receipts

OUR AGILE APPROACH ALLOWS FOR A BESPOKE RE-SALES SERVICE TO BE DESIGNED TO SUIT YOU

» COMPLETION

Give you notice of all completions before they happen and can assist with welcoming the buyer to their new home. We understand the hassle of chasing former shared owner arrears and we make sure that all necessary invoices, assignment fee demands and undertakings due will be sent to the solicitor before completion.

» SELLING ADVICE AND VALUATION

Ensure your shared owner fully understands their assignment clauses within their lease, and the costs associated with moving home. We provide a guide to selling and a free marketing report and assist the shared owner to obtain the required RICs valuation.

» SALES PROGRESSION

Progress the sale weekly and be mindful of any timescales set by the lease. We can arrange access for mortgage valuers, can assist with obtaining management enquiries where necessary and liaise with solicitors to obtain any necessary undertakings to capture any rent and service charge due.

» ASSET MANAGEMENT REVIEW

Discuss asset management opportunities that a re-sale presents directly with you, for example marketing the property both as a share and for market sale if you prefer.

» FORMAL NOMINATION

Issue the formal nomination letter, arranging for hand delivery where necessary. Subsequently we will also issue the memorandum of sale and signpost people to experienced local conveyancers.

» ADVERTISING

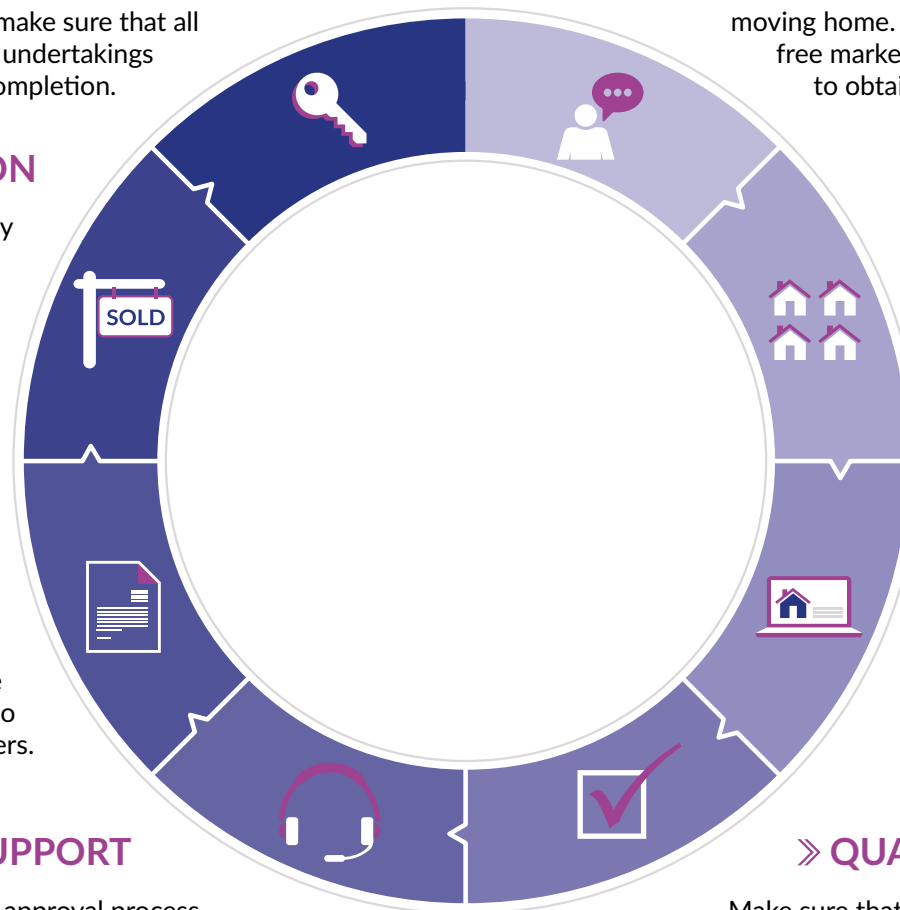
Advertise the property nationally using Rightmove and our own purpose built shared ownership website as well as with the local Help to Buy agent, where applicable.

» APPLICATION SUPPORT

Assist any applicant to complete the formal approval process in line with your policy. One of our specialist advisors will spend one on one time with the purchaser, outside of core business hours if necessary, to explain the key points of your Lease, confirm they understand their obligations as a shared owner.

» QUALIFYING ENQUIRIES

Make sure that every interested party has their ID verified and their affordability checked before they are sent to view. Sending viewers direct has been nationally highlighted as a risk to both your seller and buyer. We can either arrange for viewings to be accompanied or provide guidance and support.



CONSULTANCY SERVICES

THROUGH OUR IN-HOUSE RESOURCE AND NETWORK OF ASSOCIATES, WE CAN BE AN EFFECTIVE STRATEGIC PARTNER, PROVIDING YOU WITH THE ASSURANCE YOU NEED TO PROCEED WITH SCHEMES IN CONFIDENCE.

BOARD TRAINING & RISK AWARENESS

DEVELOPMENT APPRAISALS

MARKETING INSIGHT AND RICS VALUATION REPORTS

POLICY AND PROCEDURE DESIGN AND REVIEW

MEET THE OPERATIONS DIRECTOR



It was 1989 when, as a fresh-faced Sales and Marketing Manager for Midsummer Housing Association, I sold my first shared ownership house in Milton Keynes. The young couple were aspiring to the security of a home of their own but, like many others, were unable to raise the deposit nor afford the monthly cost of a market sale mortgage.

Leap forward almost three decades and what's changed.....well nothing really! I now find myself with three off-spring, all in their early twenties and all facing the same challenge.

That is not to say that shared ownership is a product solely for the preserve of the younger generation. It has shown time and time again that it has the flexibility to be an ideal solution for the many circumstances households now face in a fast moving and ever changing social world.

That is why we have created The Shared Ownership Shop, to offer a range of services dedicated to this fantastic product, as it becomes recognised as a robust tenure in its own right.

It is great to see that shared ownership continues to be recognised across the political spectrum and as the product grows and matures it is essential that those involved in its delivery and management enhance its reputation. If you SHARE our passion then get in touch – it'd be great to hear from you.

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