



## Sales & Marketing Services



**Southdale**

Building Certainty

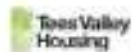
## Who we are

**Southdale is an established construction and development specialist providing new build affordable and private housing to Registered Providers and developers across the country.**

Our private housing division operates under the Circa brand name and has successfully developed and marketed properties throughout the North of England over the last 20 years. The Circa team have a wealth of experience in the speculative residential development market and the Circa brand is widely recognised and respected throughout the industry.

Circa's success in accurately identifying target markets, tailoring product to meet the market's needs and affordability and then delivering 21st century living accommodation of the highest quality, is evidenced by our delivery of over 1000 properties since the company was formed over 20 years ago.

Circa's expertise in residential sales and marketing is available to all of our clients as a unique and additional service which can be tailored to match your development requirements. This service can be utilised to manage shared ownership and outright sale disposals using a range of methods from handling telephone enquiries through to full on site point of sale presentation including sales centre, show home and staffing.



## Tailored Solutions

**Southdale and Circa Homes can provide the following sales and marketing solutions for Registered Providers and Local Authorities.**



### Market Research

Assessing and measuring market capacity, growth opportunities, customer demographics, selling prices and on-going competitor analysis.



### Strategy Development

Analysing and profiling the intended market and producing a detailed, staged and fully costed strategy covering all aspects from initial promotion to the final sale.



### Sales Promotion

Detailed promotional plan with costs and timescales for a range of print, radio, online, outdoor and viral advertising; point of sale branding including show home, marketing suite, sales staff, samples, flags and signage; marketing collateral such as brochures, flyers and websites, community launch events and direct mail campaigns to enhance footfall and lead generation.

**CONSUMER  
CODE FOR  
HOME BUILDERS**

### Compliance

Ensuring full legal compliance on all aspects of sales including Consumer Code for Home Builders, Council of Mortgage Lenders, NHBC and links with solicitors and independent financial advisors.

 **SiteStream™**

### Return on Investment

SiteStream software is utilised for lead management and control ensuring the customer journey is as efficient and hassle free as possible.





## Client Feedback

Synergy Housing Solutions have been delighted with the sales and marketing service provided by Southdale at our high profile regeneration scheme in East Hull. Their knowledge and experience in speculative housing has certainly helped us secure early sales as has their understanding of the social needs of people living in the local community. They have shown innovation in delivering a sales and marketing service using their customer's branding which we found to be very successful.

**Steve Close, Deputy Group Chief Executive,  
Together Housing Group**

Southdale have delivered a high quality service in the sale of our shared ownership properties at Fairfield in Leeds. I have enjoyed working with their friendly and approachable staff who have impressed me with their professionalism, knowledge and commitment. The sales rate has exceeded all expectations and I would highly recommend Southdale to assist with sales on future projects.

**David Nevin, Sales and Marketing Manager,  
Accent Group**

Southdale provided us with a comprehensive and successful sales service at our development at The Lanes which they were building for us. This was a one-stop-shop service where they produced marketing material, furnished and ran fantastic show homes and managed the whole sales process from finding a buyer, instructing solicitors and chasing completion.

**Rodger Till, Head of Land and Sales,  
Fabrick Housing Group**



## Our regions

- Yorkshire & Humber Regional Office**  
Southdale House, Westholme Road,  
Halifax HX1 4JF  
Tel: 01422 380090  
Fax: 01422 321636
- North East Regional Office**  
3 Trinity Court, Faverdale North,  
Darlington, DL3 0PH  
Tel: 01325 347290  
Fax: 01325 347298
- Midlands Regional Office**  
Millhouse Business Centre, Station Road,  
Castle Donington DE74 2NJ  
Tel: 01332 813830  
Fax: 01332 813901
- North West Regional Office**  
The Genesis Centre, Science Park South,  
Birchwood, Warrington, WA3 7BH  
Tel: 01925 817800  
Fax: 01925 858819

To find out more about how Southdale and Circa Homes can help you, please visit our website at [www.southdale.co.uk](http://www.southdale.co.uk)



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