

BRAND VAUGHAN NEW HOMES

Brand Vaughan are Brighton & Hove's top selling, award winning and best marketing estate agency.

Our expertise of marketing new developments with the power of our Brighton's top sales team, selling is unrivalled and working closely with our award winning estate agency network, we continue to provide 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.



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.

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

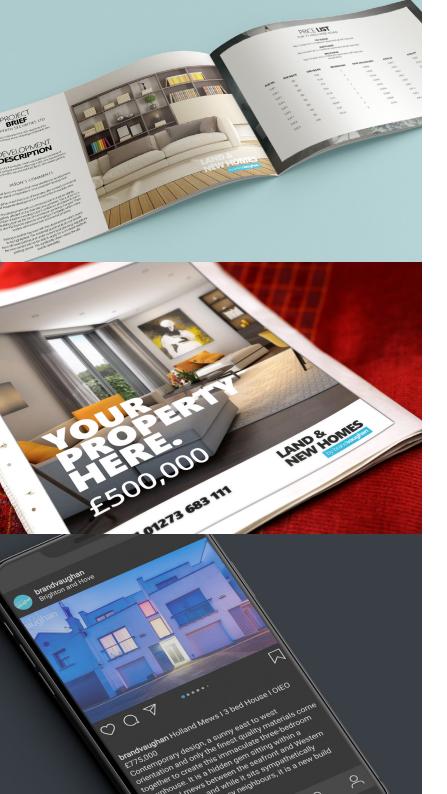
The backbone of our digital advertising drive, email marketing, is an integral part of showcasing new property developments in our portfolio.

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

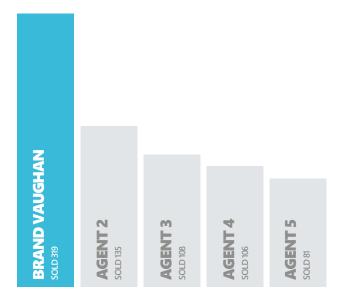
Our office window displays and on-site development hoarding panels are designed to stand out, creating a sense of arrival and a concise summary of the development.

TOP SELLING **AGENTS**

Maximise your investment by having East 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 East Sussex than any other estate agent between 3rd January 2022 to 15th November 2022.





ONE MANOR ROAD BRIGHTON, BN2

MARKETED FROM £240,000 TO £600,000

THE DEVELOPMENT

Developed by reknown developer, Guinness Homes, who aimed to re-vitalise this site of 30 units, comprising 1 bedroom flats to 4 bedroom houses from an estate agency that had failed to deliver results. Brand Vaughan created a new marketing campaign which include new development brochure, site hoardings, newspaper advertising, email marketing and social media campaign and got our Kemp Town office, the top selling estate agency office in Brighton & Hove in to action.

THE RESULT

Brand Vaughan sold 3 houses in the first two days of marketing and completed on 27 of the 30 units after taking over from the unsuccessful agency.





ROEDEAN ROAD BRIGHTON, BN1

MARKETED AT £2,000,000

THE DEVELOPMENT

Long standing clients of Brand Vaughan developed this stunning contemporary house in Roedean.

Brand Vaughan created a marketing campaign which included new stylish development brochure, targeted email marketing and social media campaign and launched with an open day which was very successful.

THE RESULT

A private developer instructed Brand Vaughan and a London agent. We out performed the other agent by receiving multiple offers and agreeing a sale at the asking price.

HOVE STREET HOVE, BN3

MARKETED AT £900,000

THE DEVELOPMENT

Two brand new contemporary houses just off Church Road close to Hove seafront by well renowned local developer.

THE RESULT

Brand Vaughan had a scheduled marketing campaign but after a coming soon 'Call Out' we agreed a sale at asking price within 24 hrs of being instructed.

The sale proceeded to completion to a cash buyer prior to marketing. The developer was delighted and has since instructed us on multiple sites.





THE ARIA, WITHDEAN, BRIGHTON BN1

MARKETED AT £2,250,000

THE DEVELOPMENT

With a large garden, private roof terrace, state of the art technology and integrated double garage this beautiful family home was built by the innovative partnership of Baobab Developments, award winning architect John Pardey and renowned landscaper Nick Dexter and was on the 2017 short-list for a prestigious RIBA award.

THE RESULT

After launching ARIA with a thorough marketing campaign and sales strategy Brand Vaughan received multiple offers on the property – As the interest intensified a previous buyer who had withdrawn from a sale came back to the table and exchanged contracts. We have built an excellent relationship with this developer which is going from strength to strength.

VERDE, GREEN HOUSES, BRIGHTON

MARKETED AT £1,750,000

THE DEVELOPMENT

Developed by award winning Brighton developers Baobab, this luxury four bedroom townhouse which embraces an eco- sensitive and 'human- centric' ethos. In an exclusive cliff top position in Roedean, south facing, sun soaked terraces with views out to sea whilst at the back, glazed walls slide open to a balcony which enjoys protected Downland views.

THE RESULT

Brand Vaughan were delighted to be instructed on this magnificent development. The property sold for asking price, and our team have built a strong relationship with Baobab Developers.





TATE RESIDENCES, HOVE

MARKETED FROM £325,000 TO £2 MILLION

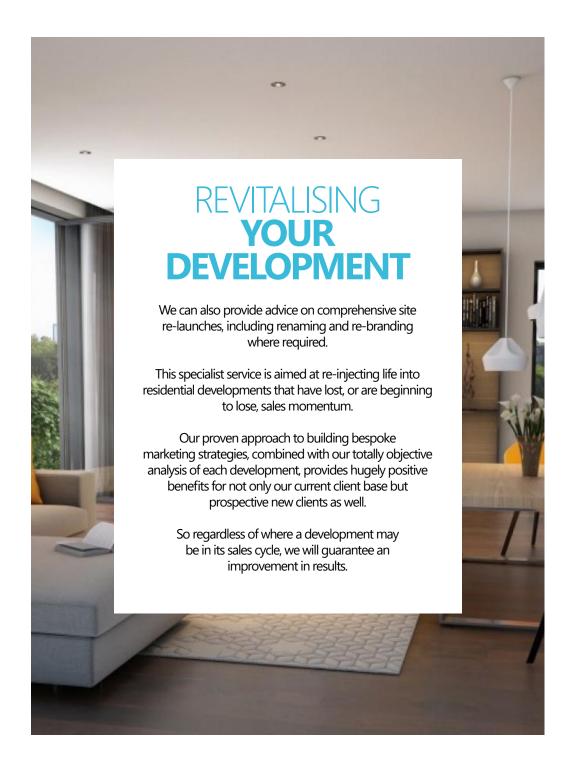
THE DEVELOPMENT

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 been sold, with first completions expected in early 2023.







LETTINGS SUPPORT

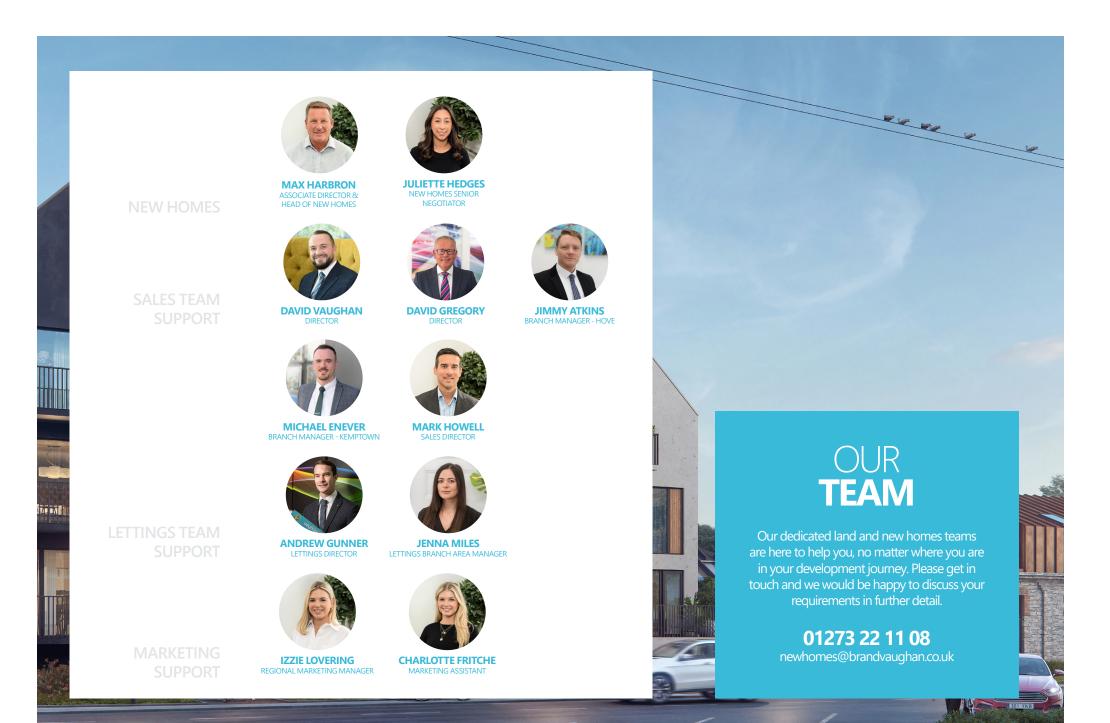
Build to Rent is one of the fastest growing sectors within the property industry with Savills reporting a 19% increase BTR homes under construction during 2022. Build-to-rent has attracted huge amounts of interest from developers and investors in recent years. Largely, this has been driven by the changing needs and wants of today's tenants, as their demographic has shifted.

Our lettings team at Brand Vaughan are known as the most reputable agent for properties in Brighton & Hove due to their culture based on integrity, care and understanding for their Landlords and Tenants alike.

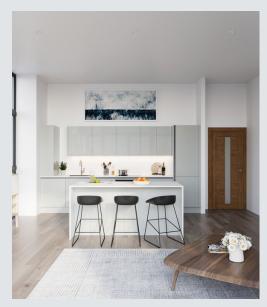
We are proud to manage Brighton's finest properties, and provide our clients with a bespoke, dedicated service ensuring our landlords properties are managed, maintained, and monitored to achieve a strong rental income.

"Build-to-rent schemes can allow investors to benefit from economies of scale in operation and so enhance yields. Our team is perfectly positioned to support developers and investors in capitalising their return on investment whilst feeling confident that their property will be protected."

Max Harbron













"PROACTIVE, PROFITIBALE EXPERINCE"

"I have worked with the team at Brand Vaughan on several developments and it has always been an enjoyable, productive and ultimately profitable experience. Their market understanding, marketing expertise and proactive sales approach yields good and quick results. They are commercial in their approach and consistent and reliable in their advice: they avoid resorting to telling me what I want to hear but give me solid, empirical and accurate input which allows me to feel secure in my decision making."

Paul Templeton, Baobab



STRENGTH TO STRENGTH

"It has been a great pleasure working with Brand Vaughan on the instruction and subsequent sale of 27 properties at the One Manor Road Development, Brighton. Since instructing Brand Vaughan as Sole Selling Agents they have successfully handled the marketing and sales transactions of over £10.3 million pounds worth of New Build Property and has done to the highest standards of professionalism. Brand Vaughan in my opinion will only go from strength to strength."

Adam Till, Guinness Homes

