

Tuesday 9th September

'Improving Sales Rates in a Challenging Market'

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9.00am_Arrival

Tea and coffee will be served

9.30am_Chairman's welcome

Richard Cotton, Senior Partner, Cluttons
Tricia Topping, Chief Executive, **tta** group

- Overview of the day's events and topics
- Overview of speakers

9.45am_Where are we?

Overview of the industry in London

John Slaughter, Director of External Affairs, Home Builders Federation

- Developer activity in Central London
- Financial, construction and sales challenges in Central London
- Buyer's interests and concerns

Impact of the credit-crunch on homebuyers & sales

Liz Peace, Chief Executive, British Property Federation

- The effect of the credit crunch on mortgage lending
- Are institutional investors emerging to replace private ones, who are they?
- Key issues relating to lending
- Mortgage finance
- Overseas investors - Sources of potential investment
- Should developers close their business and re-launch in 2009?

10.35am_Site presentation & marketing

The current sales environment

Adrian Owen, Director, Hamptons International

- Owner occupier versus investor sales in Central London
- Sales performance by different price points and postcodes
- Buy to let versus end users
- Sales from overseas investors
- Buyers interests and concerns

Site presentation standards & marketing – what are others doing?

Robert Weston, Chief Executive, Weston Homes

- Getting the sales message right in the current market place
- Show homes and marketing suites to attract customer interest and footfall
- Directional signage and hoarding to draw purchasers
- Maximising your marketing material and spend

11.25am_Coffee

11.50am_Sales staff & customer service

What are other people doing to fine tune customer service, product knowledge and sales technique to influence buyers?

Shirley Humphrey, Sales Director, Harrods Estates

- The right approach to customer care
- Staff must understand the product and the customer
- Sales staff training makes all the difference

Been through this before and risen to the challenges

Lisa Hollands, Head of Residential Development, EA Shaw

- Ensuring you have the right team around you
- Follow up every lead and opportunity
- Qualifying applicants properly
- Ensuring the sales experience exceeds expectations
- Maximising reasons to buy, minimising reasons not to buy



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12.40pm_Mortgage & Development Finance

When will the mortgage market soften for your buyers?

Rob Thomas, Senior Policy Adviser, Council of Mortgage Lenders

- The status of the current mortgage market in London
- Mortgages still available
- What mortgage lenders want from developers
- What mortgage lenders want from purchasers
- Short vs medium to long term investors
- Buy to let vs end user issues

How to create your own mortgage product

Vernon Dennis, Partner, Howard Kennedy

1.30pm_Lunch

2.30pm_Maximising overseas opportunities

Chasing the money around the world

Harry Lewis, Director, Savills International

- Overseas investors and their sources of wealth
- Why overseas investors buy in London – push and pull factors
- Taking London property to the world
- The options for taking property overseas
- Top tips to make your overseas exhibition a success
- The count-down to a trip
- Taking the right team and presentation material
- Choosing the right venue

Raising your profile in overseas markets

Alex Lawrie, Group Client Services Director, tta group

- Understanding the target audiences and media in overseas markets
- Tailoring the message to meet your objectives
- Promoting the brand and the product
- Selling London as a place to invest

3.20pm_Capturing the power of the internet

The power of the internet for driving sales leads

Mark Milner, Chief Executive, The Digital Property Group (findaproperty.com)

- The impact of the internet on how buyers find a home
- The digital tools available to help drive sales
- Optimising your digital system so you appear at the top of searches
- Simplicity is the key on the internet
- Capturing purchaser sales data
- Marketing to buyers over the internet

Using digital technology to drive sales

Andrew Girdwood, Director, BigMouthMedia

- The latest digital marketing tools – podcasts, blogs and microsites – examples from St George, Weston etc
- How digital marketing can be used to drive sales
- Using corporate and site videos and flythroughs for overseas exhibitions
- Proper use of websites – corporate and site specific

4.15pm_Networking session begins

6pm_Event ends

To book a place on this conference please call Lexi Segar of London Development Events on 020 8877 0088



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