

A revolutionary  
approach to selling  
**beautiful** homes.



DEVELOPER PRESENTATION

**chosen**

**Chosen Home was founded by 3 Midlands-based entrepreneurs;**

**Nicki Ash** – Residential Property Expert having worked at Knight Frank and Hunters Estate Agents.

**Dominic Stokes** – Property Developer & founder of Stoford Developments in 1996.

**Richard Ash** – 30 years of brand and marketing expertise.

**Launched in September 2020 Chosen has enjoyed an extremely promising start;**

- Currently sold or selling homes with a value of over £36M, of which **£20M** is for new developments.
- Every Trustpilot review to date has been **5 star** and we're rated Excellent.  
<https://uk.trustpilot.com/review/chosenhome.com>
- In April 2021 **Chosen** were awarded the **Gold Winner** in the 2021 British Property Awards for Estate Agency in Birmingham City Centre.



## OUR TEAM

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### Nicki Ash **Director**



Nicki's background is with Knight Frank & Hunters. Selling both new build and luxury homes, her knowledge and customer service is second to none in the industry.

### Dominic Stokes **Director**



Dom founded Stoford Developments in 1996 so his experience in property development is imperative when advising our developer clients.

### Richard Ash **Director**



Richard has 30 years experience in branding, design & marketing. He also runs his own design agency.

### Rob Shotton **Sales Manager**



Rob brings 20 years experience to the team in land & new homes. Rob's extensive knowledge is invaluable for the Chosen Home brand.

### Hannah Delaney **Area Manager**



Hannah is the newest member of the team having spent the last 5 years at Seven Capital, Hannah brings extensive newbuild sales experience.

### Jack Legge **IT & Media Manager**



Jack's skills & knowledge in Google marketing and Social Media have played a huge part in the companies success.

### Mason Gain **Digital Media Strategist**



With interests in paid and organic social media, PPC, email, CRO and marketing attribution, Mason is our social media expert for Facebook, Instagram and LinkedIn.

### The Chosen Home proposition would include but is not limited to;

- Pricing strategy to be agreed between Chosen Home and the developer.
- Full exposure to all of the major property portals including **Right Move, Zoopla, On the Market** and **Prime Location**.
- Feedback – exceptional service and timely updates is ingrained in our service proposition. Our team are passionate in keeping our clients apprised with progress on property sales.
- Marketing – we regularly analyse the responses from our marketing, not only by logging and monitoring calls and enquiries but also by reviewing *Google Analytics* and *Facebook Insights* to better inform us and help create extremely successful social media campaigns.
- Social Media Campaign – our social media team, Jack and Mason, will implement social media marketing through **Google Ads, Facebook, Instagram** and **LinkedIn**.
- Regular Strategy Reviews – as the property market is dynamic and fast-moving we ensure that we can, if required, pivot our strategy at any point to maintain optimum interest in a property and enhance potential value.

**In addition to the services we are able to work with the developer to provide the following:**

- **Name generation** – the creation of a number of potential names for the site (and possibly individual plots) to reflect the location and quality of the development.
- **Brand positioning and logo creation** – production of different creative approaches that can bring a development to life.
- **Property visuals & fly-through** – using the final approved architect plans to develop a series of walk-through visuals and fly-throughs of the development.
- **Website** – a simple site that promotes the development, provides relevant information to customers and generates enquiries – a first port of call for any interested parties.
- **Show Home** – our team can manage and create a show home to showcase the development in the best light possible.
- **Social Media** – our team of experts have proven expertise in delivering campaigns across Facebook, Instagram, LinkedIn and other new platforms. For illustration purposes a £50 spend on social should safely reach approximately 15,000 content impressions.
- **PR** – we can provide high quality communications including press releases, brochures and advertising.
- **Site Media** – hoardings and directional signage to ensure the site looks as impactful and professional as possible to cater for all visitors.

**Chosen Home's fee model is that the purchaser pays our 1% fee. However, we understand that this may not be suitable for new homes, and we will therefore be pleased to discuss fees with you. You choose with Chosen!**

**If you require additional marketing support by our team of experts then we can provide the following at additional cost;**

- CGI's
- Brochure
- Floorplans
- Development video
- Website
- Show home management and fit out
- Launch event
- Social media coverage
- Hoardings and site signage.





## CASE STUDY 1: HILLWOOD, SUTTON COLDFIELD

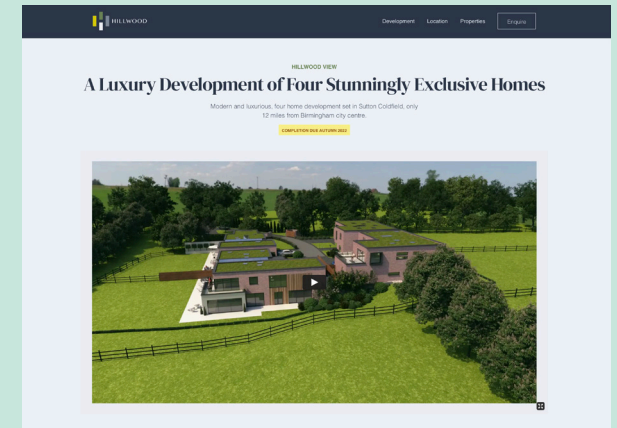
chosen

The developer has opted for the purchaser to pay Chosen's fee.

- 4 Plots – Luxury 5 bedroom homes with completion in October 2022
- Prices from £1.8M to £2.2M
- Website with fly-through video  
VIEW HERE:  
[www.hillwoodview.co.uk](http://www.hillwoodview.co.uk)
- CGI imagery
- Brochure and floorplans
- Waiting list of pre-registered clients
- Branded hoardings
- Launch event
- Press releases
- Extensive social media campaign.



BRAND IDENTITY CREATION



WEBSITE WITH FLY-THROUGH VIDEO



SITE HOARDINGS



BROCHURE WITH CGI IMAGERY

## CASE STUDY 2: PHOTOGRAPHY & MARKETING, SUTTON COLDFIELD

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### Chester Road North, Sutton Coldfield

- Professional Photography
- Listings on Rightmove, Zoopla, Prime Location and OnTheMarket
- 3D tour along with full floorplan  
<https://my.matterport.com/show/?m=j1U7YRnY9cs>
- Advertisement on all social media platforms including Facebook, Instagram, LinkedIn
- Bespoke, professional video tour for every listing
- Sold in 5 days for over the asking price.





## CASE STUDY 3: BOL-Y-MAER, CORNWALL

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- 8 luxury apartments from £695k
- Combined value of £6M
- Professional photography
- Brochure
- Social media campaign
- Development video
- Currently rented for summer 2021 – SALES FROM 2022.

<https://www.youtube.com/watch?v=v7NmzCGw0TI>



THE ULTIMATE DREAM HOME BY THE SEA

BROCHURE WITH PROFESSIONAL PHOTOGRAPHY



DEVELOPMENT VIDEO



CONTEMPORARY SEASIDE LIVING

LOCATION PHOTOGRAPHY



SOCIAL MEDIA CAMPAIGN



## 5 STAR TRUSTPILOT REVIEWS

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"Very professional approach to the whole process, strong and regular communications, highly responsive. Above all else house presented beautifully and a quick sale agreed."

★ Trustpilot ★★★★★ Our latest 5-star review

"Could not be more pleased with Chosen Estate Agents. They are friendly, extremely communicative and efficient from day one. Our house was sold within 7 days of it going on sale. Would recommend Chosen to anyone selling their home."

★ Trustpilot ★★★★★ Our latest 5-star review

"Absolutely brilliant and definitely worth 5 stars. Communication is fantastic and the photos etc are great. Would highly recommend Chosen."

★ Trustpilot ★★★★★ Our latest 5-star review

"Chosen estate agents couldn't be more professional, their service was exceptional and they sold my property within a week! They took superb photographs (using state-of-the-art equipment) and presented these on all the leading housing websites."

★ Trustpilot ★★★★★ Our latest 5-star review

<https://uk.trustpilot.com/review/chosenhome.com>

## CONTACT

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 <https://www.facebook.com/choosechosen/>

 <https://www.linkedin.com/company/chosen-home-ltd/>



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Welcome to wonderful homes