

Get in touch
with us ...

For a general chat...

Lisa Westerman, sales manager
0161 447 5098, lisa@plumlife.co.uk



For all HomeBuy enquiries ...

Edyta Majewska, HomeBuy initiatives manager
0161 447 5095, edyta@plumlife.co.uk



For PR enquiries ...

Sarah Parmenter, PR and communications officer
0161 447 5131, sarah.parmenter@greatplaces.org.uk

For artwork enquiries ...

Ryan Devlin, communications officer
0161 447 5135, ryan.devlin@greatplaces.org.uk



For web enquiries ...

Robert Linton, senior HomeBuy
initiatives officer
0161 447 6098, robert@plumlife.co.uk



marketing menu for all affordable housing products



PLUMLIFE
the affordable homes specialist

your local HomeBuy agent

As the Homes and Communities Agency (HCA) appointed HomeBuy agent for Greater Manchester, Lancashire and South Yorkshire, Plumlife is responsible for the broad-brush marketing of HomeBuy schemes available in those regions.

We're committed to promoting all affordable ownership products, proactively highlighting all the benefits the schemes have to offer. As HomeBuy agent, we:

- Provide a one-stop shop for all applicants enquiring about intermediate rent-to-buy market
- Assess all applications for affordable home ownership products
- Promote all intermediate housing offers and developments
- Market and publicise all affordable home ownership products
- Capture and analyse data for our stakeholder such as local authorities

Spreading the word

In addition to the marketing support we can provide for HCA grant-funded schemes, we can now extend this to nil-grant privately funded developments.

To maximise the awareness, we use a variety of promotional tools to reach our target audience of first-time buyers.

These include Plumlife's website, RightMove campaigns, gaining editorial coverage in the press and glossy lifestyle magazines, and staging carefully-targeted advertising campaigns.

We also produce direct marketing with flyers, brochures and other materials that really stand out at exhibitions and in estate agents' shops and public buildings.

We're adept at using You Tube, Twitter and Flickr to reach would-be buyers, and make the most of our own database. Our site gets 6,000 visitors a month and we often run email campaigns to target people we know are keen to get onto the housing ladder.

There's nothing like meeting buyers face to face, though, and we regularly organise roadshows and events with the HCA, to publicise the opportunities available - clearly and without jargon.



Recent advertisements and flyers



Recent roadshows and events

Working in partnership

Plumlife's sales and PR teams often work with private house builders and Registered Providers to promote their HomeBuy developments, be it through integrated PR campaigns to generate media coverage, or the sharing of advertising opportunities. The chance to participate in a range of marketing activities is part of the service we offer to developers and includes:

- Listing on a very busy website
- E-newsletters to relevant databases. You can book an e-mail campaign with Plumlife to be sent through our database
- Developer access to database of applicants in your area through the Plumlife website
- Social networking sites - we will upload property pictures on Twitter, Flickr, Pinpoint (only for selected properties in Greater Manchester) and our own YouTube videos, which are updated regularly
- Upload your development announcements / stories on to the Plumlife website (news page)
- Work with your own PR teams to produce joint press releases, generate news stories etc in local and national media

Other, chargeable services from Plumlife

- Property of the week feature on Plumlife website homepage
- Participation at HomeBuy events and roadshows
- Joined up marketing - Plumlife will consider contributing towards big campaigns for individual developments

www.plumlife.co.uk