

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 web enquiries ...



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

## About Plumlife

Plumlife helps people who cannot afford a property with just a commercially-available mortgage to achieve the dream of buying their home.

As the government's HomeBuy agency for Greater Manchester, Lancashire and South Yorkshire, we administer the government's HomeBuy shared ownership purchase schemes, providing a one stop shop for first-time buyers.

As described on this menu, we can also work with developers to help promote developments and services that are not funded by the Homes and Communities Agency.



Working together to promote your  
nil grant-funded opportunities  
for first time buyers

**PLUMLIFE**  
the affordable homes specialist

marketing menu



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, whether they are funded by the HCA or not, and spreading the word about the benefits all sorts of schemes have to offer.

## Marketing and publicity

To maximise awareness of your services and developments, we can use many different promotional tools to reach your target audience of first-time buyers.

These include Plumlife's own website, RightMove campaigns, editorial coverage in newspapers and glossy lifestyle magazines, and carefully-targeted advertising campaigns.

We can also arrange direct marketing in the form of flyers, brochures and other materials that really stand out at exhibitions and in estate agents' shops and public buildings.

We use social media including You Tube, Twitter and Flickr to reach would-be buyers. Our own site alone attracts thousands of visitors every month and we often run email campaigns to target people we know are keen to get onto the housing ladder, using our extensive database.

There's nothing like meeting buyers face to face, though, and we regularly organise roadshows and events to publicise the opportunities available - clearly and without jargon! Representatives from developers, Registered Providers, solicitors, IFAs, and the HCA usually get on board.



*Recent affordable home ownership events and examples of Plumlife's marketing flyers and adverts*

*3,000 calls to the Plumlife sales team monthly...*

*7,500 visitors to the Plumlife website monthly...*



*Recent press coverage for Plumlife*

## Services available from Plumlife

If you are promoting a development or service that isn't funded by the HCA, we can offer the following chargeable services:

- **Listing on a very busy website for developments**  
£1,000 + VAT per development for three months including admin support in uploading, space for unlimited data, online application facility, email notification when an application has been submitted, access to Plumlife's database of qualified applicants, affordability checks in accordance with HCA guidelines and instant online tracking of applications.
- **Home of the week feature / banner advertising** on Plumlife website homepage, £150 + VAT
- **Bespoke email campaign** for your development or service, including design and the use of our extensive database to target the right recipients, £150 + VAT
- **Participation at our affordable home ownership events and roadshows.** By agreement with Plumlife. We can provide costs on request

We can support any of your paid-for marketing activities, listed above, with the following free services:

- Featuring your news and development pictures on our busy Plumlife website, and using social media to draw attention among your key audiences
- Advice and support on publicity and marketing to help your communications staff maximise opportunities

