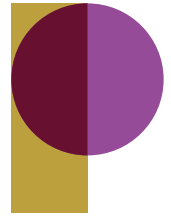


**Plumlife**  
move



# Shared Ownership Made Easy

Helping SO providers look after  
their customers and their portfolio



People. Places. **Purpose.**

# Introducing Plumlife Move

## We provide our customers with a hassle-free way to sell their Shared Ownership homes

Plumlife Move is a specialist Shared Ownership resale agency that is proud to be part of Plumlife Homes.

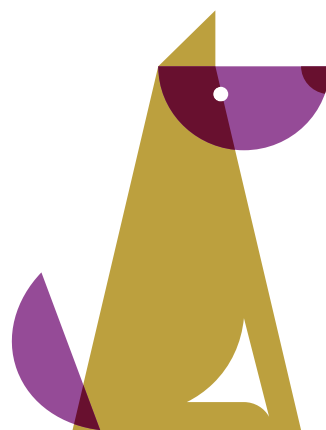
We're experts in reselling Shared Ownership properties quickly and effectively on behalf of homeowners across the North West that are ready for their next move. As well as offering specialist know-how guidance and support to sellers and buyers at all stages of the resale process, our team also offer transparent fixed fees on a no sale, no fee basis with no hidden costs, and proactive marketing campaigns directed to an audience specifically interested in purchasing a Shared Ownership home.

Our expertise combined with established, compliant systems mean that we can quickly assess and determine eligibility from a pool of interested buyers, selling homes much quicker while ensuring new buyers tick all Shared Ownership criteria boxes. Promoting and selling hundreds of shared ownership homes across the North West each year means that in many locations we'll already have access to a database of potential buyers just waiting to take their next step.

We recognise that it can be important to many customers to opt for companies who give something back. Our Plumlife Move service is part of a Profit for Purpose organisation that reinvests profit into local communities – so by choosing to partner with us, customers won't just help themselves but also others too.



# How we work with Shared Ownership providers



## We can optimise your customers' selling experience at no cost to you

We partner with Housing Providers to offer their Shared Ownership residents our expert resales service, helping to ensure homes are sold quickly and compliantly and that customer experience is optimised at every step of the way.

“Plumlife Move were very helpful with what would have been a very stressful purchase, the team went above and beyond to help me out.”

**Plumlife Move Customer, August 2022**

“Denise helped me find this home after I was unsuccessful for another property. I was treated like an actual human not just a number for a sale. The team put my case forward straight away, and this house was perfect for me. It was meant to be.”

**Plumlife Move Customer, January 2023**

## ‘What is the Resales nomination period and how does it work?’

When a Shared Ownership homeowner gives notice to their housing provider that they wish to sell their home, there’s usually a ‘nomination period’ outlined in the lease giving the provider a defined period of time – typically 4 or 8 weeks – to find a new shared ownership buyer.

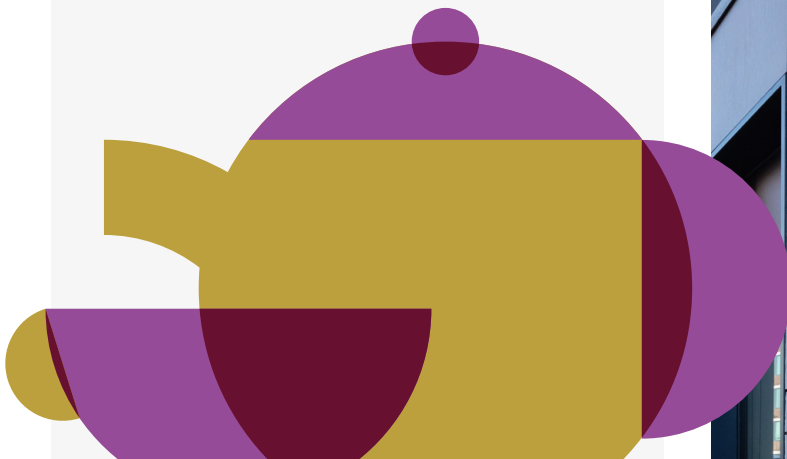
Providers can allow residents to find their own buyer but this can often mean that customers go on to deal with estate agents that simply don’t understand Shared Ownership. This can result in Shared Ownership customers – sellers and buyers alike – having a negative experience, as well as drawn out transaction times and the risk of sales not complying with Homes England’s requirements.

In addition, this approach can result in homes being sold on the open market, meaning our Shared Ownership stock diminishes with less homes being kept in the Shared Ownership eco-system for those who need affordable home ownership most.



## How can we support Housing Providers during the 'nomination period' to benefit you and your residents?

- Housing organisations can offer their shared owners a trustworthy, top-tier service – built on best practise and decades of experience - at no cost to the business.
- Sellers receive an expert, friendly Shared Ownership service and can be easily connected to other specialist partners, whether that's for help with finding mortgage advice, solicitors or something else
- As a profit-for-purpose business, any profit we make goes back into helping local communities, a model which aligns with many housing providers' CSR strategies and something our customers can feel good about
- Our dedicated team of specialists will be on-hand to provide advice to providers and shared owners alike across a range of leasehold and procedural queries



## Our Plumlife Move Offer

# For Shared Owners

The friendly Plumlife Move team understand all the nuances of Shared Ownership and can quickly and effectively market a customer's home in its very best light and target eligible buyers to ensure homes are sold swiftly.

No two homes are the same and no two sellers are the same and so the team onboard and treat everyone individually but with the same ethical, responsible and professional approach. Customers are kept updated at each step, from the moment a home is on the market until after it is sold.

Our eye catching 'For Sale' boards and our welcoming sales branch filled with experienced sales negotiators, ensures all of our customers receive the best possible level of service and information. Plumlife Move is proud to have our sales HQ in South Manchester, open daily Monday-Friday, for any customers who'd like to pop in but equally as we cover the North West our team are happy to travel to meet customers and offer them the support they need.



**“We used the team sell our house which they did a fantastic job of doing so. And we also purchased our new house with them. Very friendly and informative team. Thanks for changing our life and helping us get our dream home.”**

**Plumlife Move Customer, January 2023**

## Our Plumlife Move Offer

# For Housing Providers

Housing organisations that choose to have Plumlife Move as their Shared Ownership resale referral partner, will have a single point of contact that can be on hand to update the company on the status of their customer's sales – this can include regular meetings in person and online, as well as reporting.

We will provide a clear process for referrals, along with marketing assets to ensure your customers start their shared ownership resale journey in the best possible way. This will include a brochure explaining each step of the process and fees, as well as website text and accompanying graphics.



# Overview

## How will Plumlife Move work with you and your customers?

1

Our expert team will meet with you to understand how an expert Shared Ownership resale service, **could help you and your customers.**

2

If you'd like to work with us, **we'll provide you with a pack of material to help you promote the service** to your staff and customers – from physical how-to guides, explainer graphics for your intranet and anything else you may need.



3

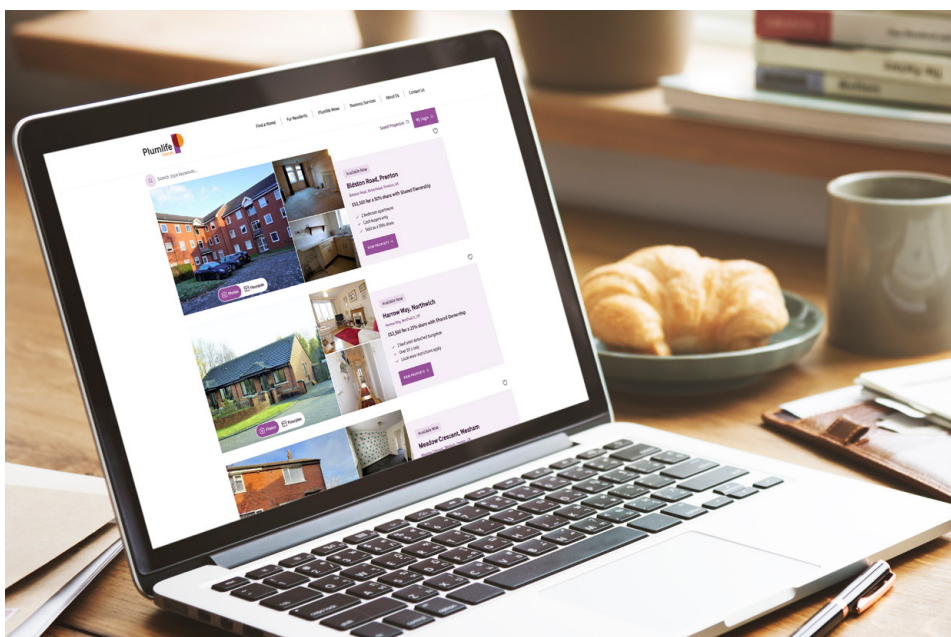
As you start to refer Plumlife Move to your Shared Ownership residents looking to sell, **we'll provide them with a hassle free, expert experience that saves them money – and you, time.**

4

Our Plumlife Move team will **keep customer satisfaction high** for your sellers and new incoming shared owners alike.

5

While we're helping to ensure your Shared Ownership stock remains kept for those who most need it, you can talk about your work with us in your own CSR reports, as **we are a profit-for-purpose organisation that reinvests money to support local communities.**



# Contact Us

## When you want to talk, we're here

If you have any questions or require more information, please don't hesitate to contact our Sales Agency Manager, Phil Robinson by emailing **Philip.Robinson@plumlife.co.uk** or calling **07960 064 571**.

Phil is an experienced Estate Agent Branch Manager with nearly 30 years of experience and a demonstrated history of working in the real estate, housing and the shared ownership industry.

If you prefer an in-person conversation, let's arrange a catch up in our branch office where we're always happy to welcome our customers and clients face to face.

You can find us below:

**Armitt House, Monmouth Road, Cheadle Hulme, SK8 7EF**

Mon – Fri: 9am – 5pm



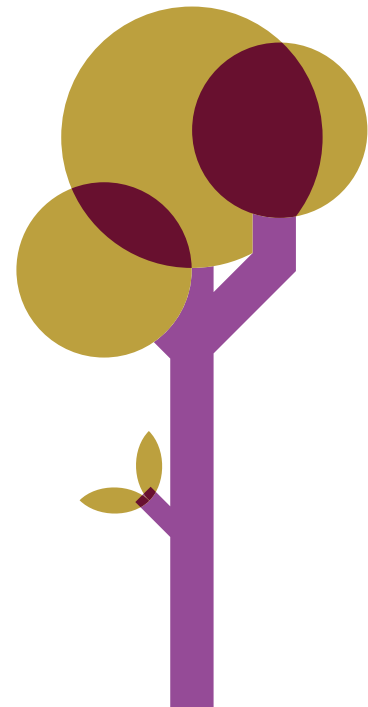
## Plumlife Move is also supported by



**Emily Williams**  
Marketing & Brand Manager



**Suzy Hollins**  
Head of Sales & Marketing



[www.plumlifemove.co.uk](http://www.plumlifemove.co.uk)

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