



 **RAVENSWORTH**

New Build Marketing

Essential marketing services, all under one roof

Breathe life into new build and development plans with our visualisation marketing services.

Our ever growing range of services are specifically aimed to support the planning, development and marketing of new build properties. Whether you are looking to help customers picture the final build with stunning, photo-realistic images, promote developments with a bespoke microsite or increase awareness with a strong brand, Ravensworth is here to help.

Each of the services below can be purchased individually or as part of a package and are competitively priced on an hourly rate.



CGI



FLOOR
PLANS



LOCATION
MAPS



SITE
PLANS



AERIAL
VIEWS



BRANDING



SIGNAGE



MICRO
SITES



Capture their imagination.

Seeing is believing when it comes to new build developments.

CGI is a great tool for creating images with a wow factor. With beautiful lighting, perfect texturing and just the right view, your customers will be enthralled. Using CGI will help your development stand out from the crowd and allow your customer's imagination to run wild.

To show your development at its best, we use CGI to perfectly replicate everything from brick and tile colour to window style or gardens in full bloom. At Ravensworth we know how to provide you with the key selling tool that will drive purchasers and help make that all important sale.

Our specialists are on hand to turn your elevations into the ultimate dream even before the first brick is laid. Speak to us today about our cost effective charges and enhance all your marketing materials with CGI.









Create a lasting impression.

Help home buyers visualise the finished product in advance by turning a space into a home.

Interior CGI is a fantastic way to create excitement about a new build by allowing customers to imagine what the finished property will look like. Showing customers plans coming to life will help them see how they would use the space, place their own furniture and decorate imaginary rooms.

Our in-house team can design a room using the exact fixtures and fitting specifications for the build, replicating kitchens and bathrooms as well as flooring and lighting. We can furnish a property so it matches the profile of potential purchasers, designing a truly perfect home.

Using our animation software, we can take you on a virtual tour of the interior, walking you through the property and visually describing the lifestyle a purchaser aspires to.









All in the details.

It's the first thing that buyers and investors study in detail - so it has to be right. While many of our customers see floor plans as an essential marketing tool, it can be just as useful as a fire regulations document or used for planning office space.

We can add a colour wash to draw attention in a brochure, tie in with your brand, or colour code different apartments or rooms. Architectural CAD drawings can be imported and redrawn for consistency across your developments or individually styled to the brochure and property brand.





Ground Floor



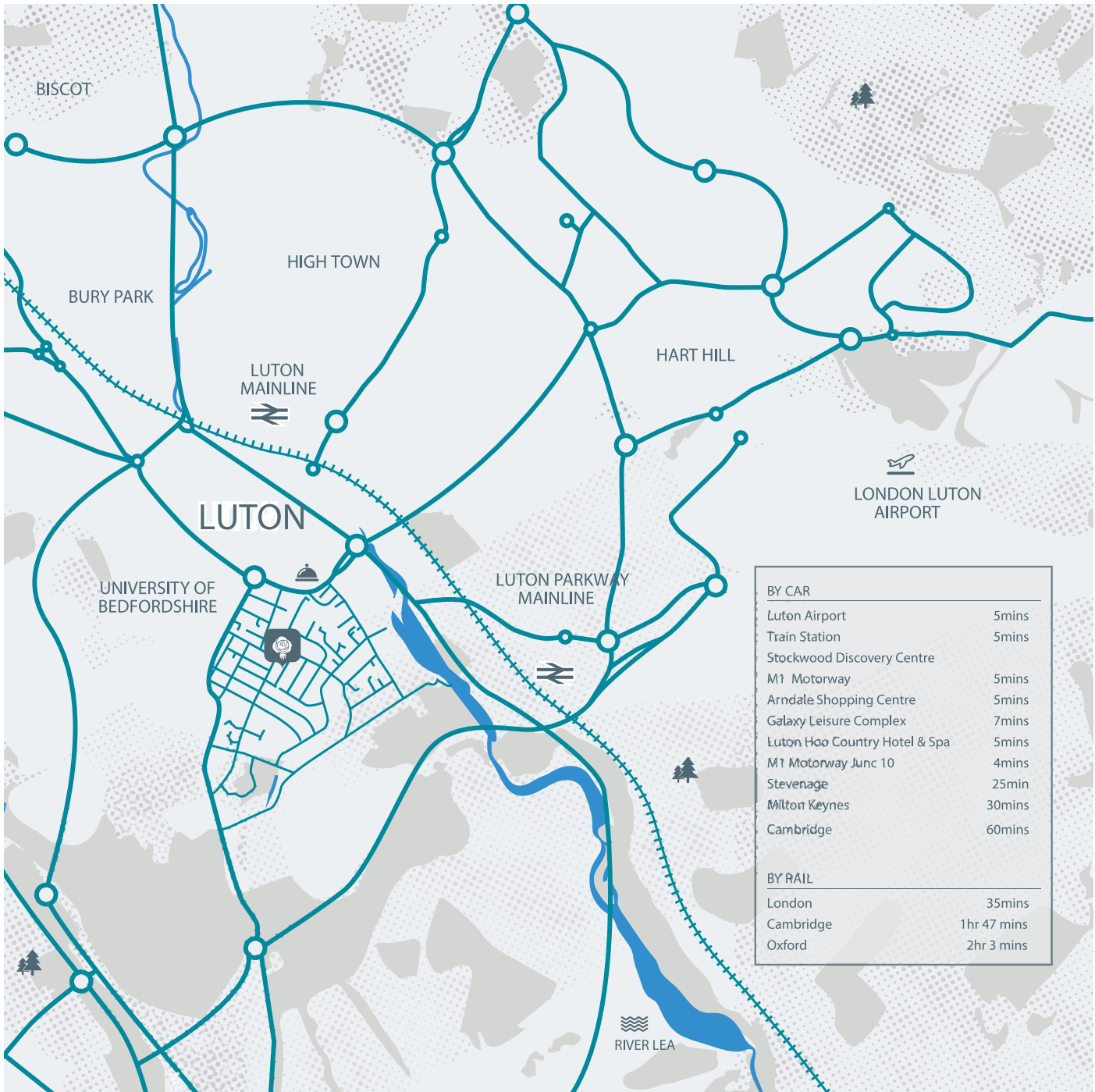
First Floor

Pinpoint accuracy.

The deciding factor in buying a new home often comes down to location.

An important service for any new build, location maps will help picture the exact location of the property and local area. Ravensworth can produce zoomed out maps detailing surrounding towns and road networks, close up maps showing a street view and local amenities or branded maps to blend with colours and styles of a brochure.





BY CAR	
Luton Airport	5mins
Train Station	5mins
Stockwood Discovery Centre	
M1 Motorway	5mins
Arndale Shopping Centre	5mins
Galaxy Leisure Complex	7mins
Luton Hoo Country Hotel & Spa	5mins
M1 Motorway Junc 10	4mins
Stevenage	25min
Milton Keynes	30mins
Cambridge	60mins
BY RAIL	
London	35mins
Cambridge	1hr 47 mins
Oxford	2hr 3 mins

5th STREET



ALLEY ROAD

Shared Garden

BIN Collection

BIN Collection

BIN Collection

BIN Collection

Show the bigger picture.

Showing a birds-eye view of the development will help your customers and investors understand the feel of the development as a whole.

Showing landscaped areas, parking, garages, plot sizes and border lines will give a good indication of the scale of the development. Site plans are a great tool for marketing purposes but are also a great asset in the planning stages. Our site plans provide a reference point indicating the position of each available plot and can be styled to match development branding.





Add the wow factor.

For customers who want to take site plans that one step further and really showcase the development in their promotional materials, we can offer a 3D site plan service.

These impressive images can be styled to match the design and branding of the individual development and are a great way to bring the project to life.



Create a lasting impression.

A strong brand identity can increase awareness and recognition of a development while helping you target the relevant purchasers.

Working with our design team at Ravensworth means working with the brand specialists of the property sector and we will create a brand that perfectly reflects the development style.

We can provide logos, colour schemes and styles to suit the new build and present you with brand guidelines to assist with the application of the brand to your materials.



THE POINT
BRISTOL

A
UNIQUE
DEVELOPMENT

OF
NINE
2 BEDROOM
APARTMENTS

IN THE
HEART
OF
BS15

Connells

TO REGISTER
YOUR INTEREST
PLEASE CALL CONNELLS

0117 935 3013

KINGSWOOD@CONNELLS.CO.UK
WWW.CONNELLS.CO.UK

Connections

1st Street - 4 min walk
Shopping Centre - 6 min walk
Arcade - 4 min walk
Castle Quarter - 2 min walk
Market Square - 5 min walk
Lidl - 1 min walk

Connections

Bedford Train Station - 14 min walk
Bedford Bus Station - 10 min walk



Attractions

The Embankment - 8 min walk
Bedford Park - 17 min walk
Vue Cinema - 9 min walk
Castle Mound - 5 min walk
The Quarry Theatre - 3 min walk
Cecil Higgins Gallery - 4 min walk
John Bunyan Museum - 3 min walk
The Swan Hotel - 7 min walk
St Paul Church - 6 min walk
Bedford Corn Exchange - 5 min walk
Trinity Arts and Leisure Centre - 7 min walk



Bars and Restaurants

Riverside North - 8 min walk
Zizzi
Wagamama
Albergo Lounge
Gourmet Burger Kitchen
MEXico

Miller and Carter Steakhouse
Castle Lane - 5 min walk
The Lane Wine Bar
Riverside Grill
The Higgins Pantry
Spaghetti Johns
Baja

St Helena Restaurant - 9 min drive
The Terrace Bar & The River Room
Restaurant @ The Swan Hotel -
7 min walk
La Fontana Restaurant - 5 min walk
The Flute Wine Bar - 5 min walk
The Embankment Bar and Restaurant -
8 min walk
Auction Room Bar - 2 min walk
The Ship Pub - 2 min walk
The Castle Pub - 4 min walk
La Piazza - 5 min walk



THE
RESIDENCE
LUXURY DOWNTOWN LIVING

LURKE STREET, BEDFORD

Spread the word.

Capturing the interest of customers in a competitive market can be difficult but it's made easier with a range of marketing materials that can help portray a lifestyle.

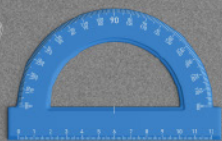
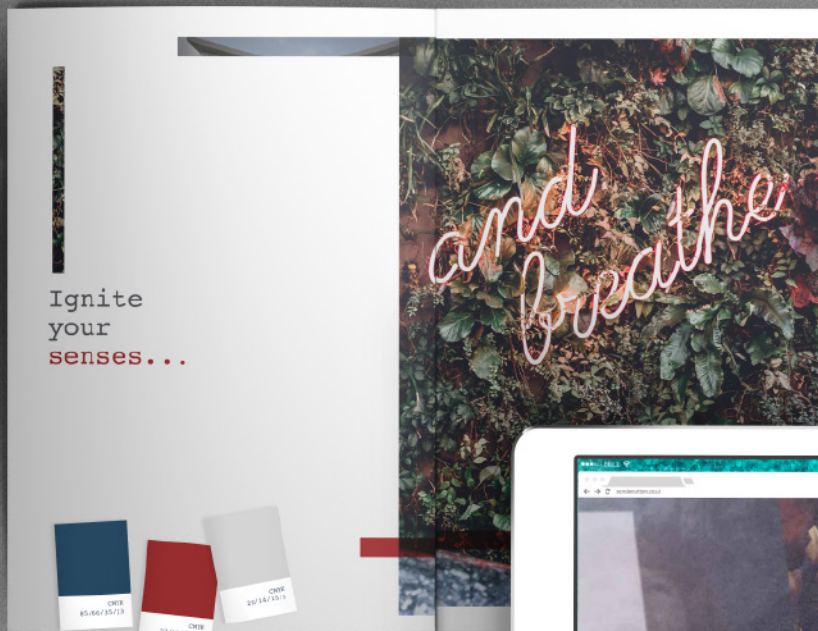
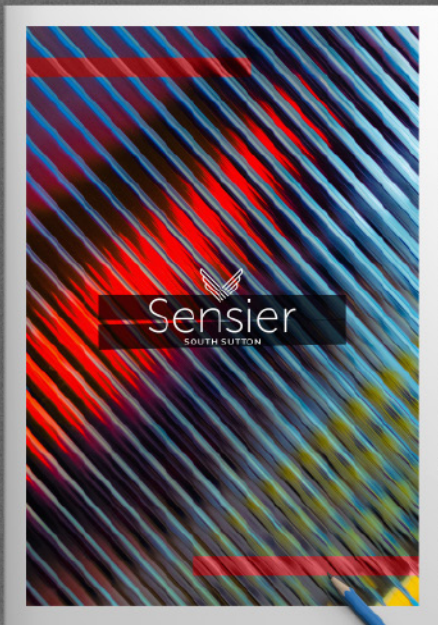
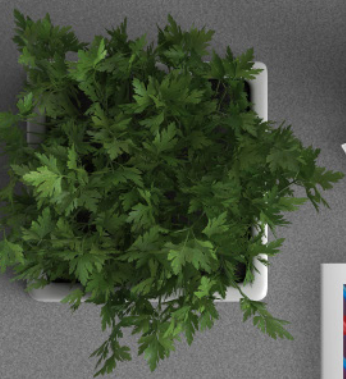
Whether your development is priced at the top end of the market, more affordable or somewhere in between, we can help create materials that are truly reflective of the development.

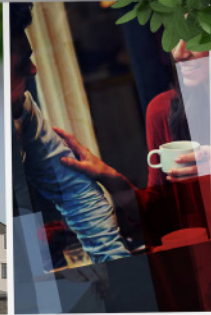
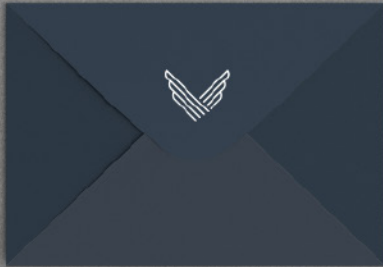
Ravensworth are the brochure, print and design specialists to the property industry and have extensive experience in producing marketing brochures for land and new home developments.

From single plots to large-scale developments using visuals, floor plans and site plans, we can create a bespoke brochure to showcase your property development. With unlimited design options, get in touch today for full details and request a sample pack.


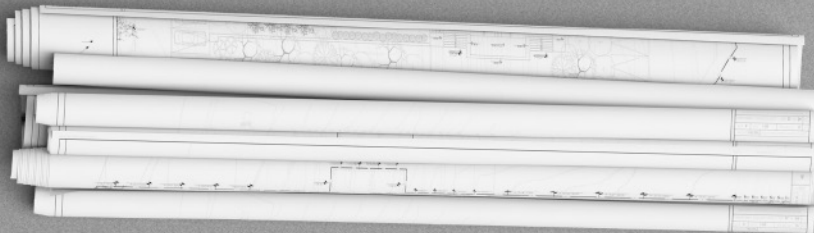
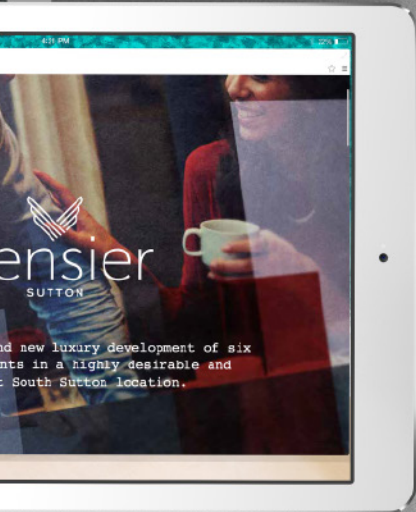
Ravensworth can also help with a range of other printed materials to complement your marketing activity such as window cards, direct mail, business cards and signage.







Christies are extremely proud to bring to the market a spectacular brand new luxury development of six stylish apartments in a highly desirable and convenient South Sutton location.



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Powerful on-site branding.

Site signage is the perfect opportunity to generate local awareness, build anticipation and reinforce brand messages. Our large print formats will get your development noticed with eye-catching graphics and branded messages.

We can design hoardings and print boards, direction signs, POS signage and promotions and deliver direct to site for your convenience. However if you have your own designs, talk to us about great value and quality print options.



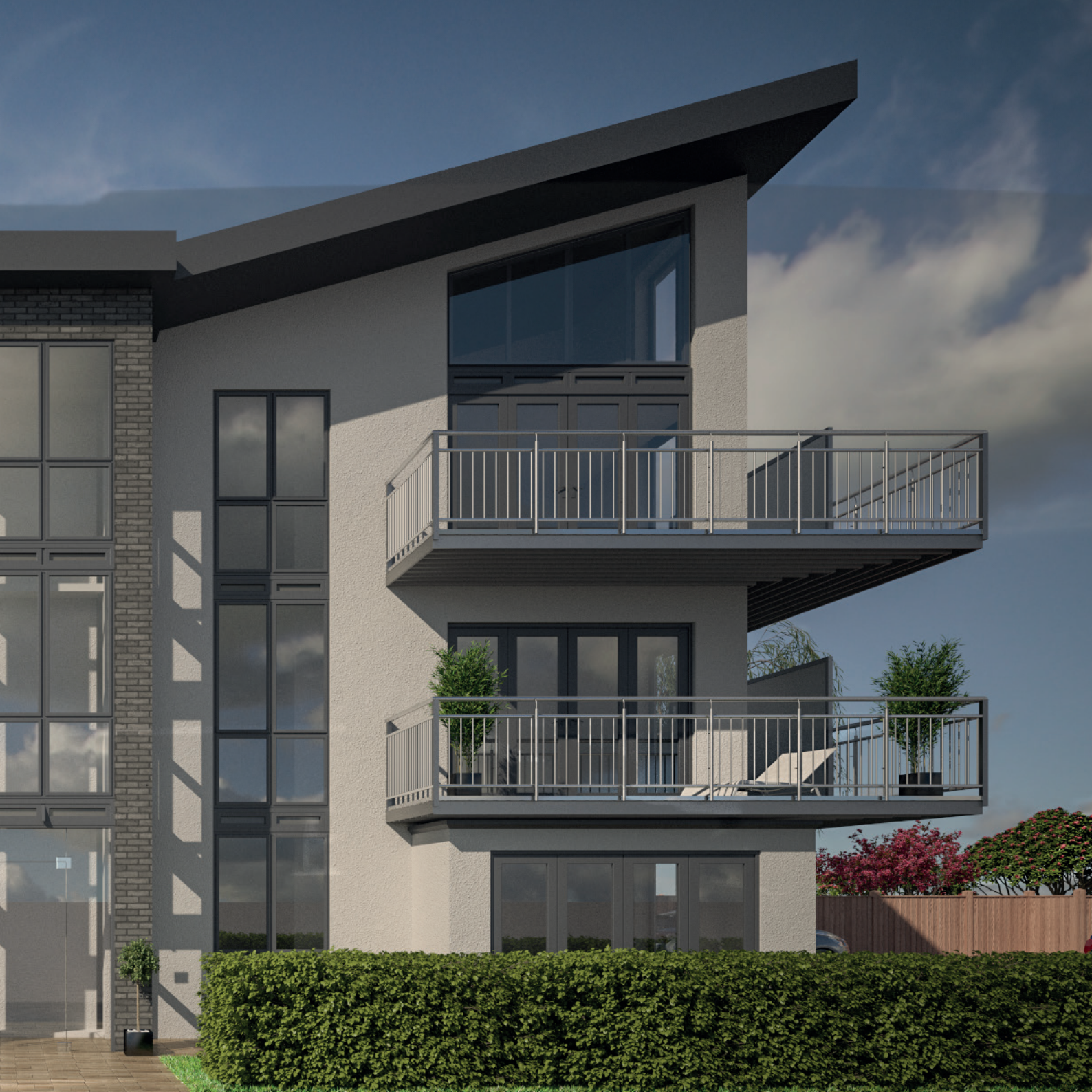
Increase exposure.

In an increasingly digital world, there are more customers than ever searching for new homes online. A microsite is a great way to capture this interest and promote your development in a fresh, modern and cost effective way and can generate interest outside of the local area.

Microsites (or mini sites) are a great alternative to a fully developed and designed website. Able to sit alongside or within your existing website, it can generate new leads and create interest within an exclusive space, designed specifically for your development. Our microsites are fully responsive and viewable on all modern phones and tablets.







Call: 01670 713 330

Email: marketing@ravensworth.co.uk

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