

ELEVATEX · GROWTH PARTNERS

FOR UK PROPERTY DEVELOPERS

The Property Developer Growth Playbook

How to market a development to buyers and an operator to
investors — with the same brand doing both jobs.

Two audiences, one brand

Development marketing has a split job. Buyers must fall for a scheme that may still be a hoarding and a CGI. Investors must trust the operator behind it, often years before the first completion. Most developers fund the first and improvise the second.

The buyer-facing layer

- Scheme naming and identity that works on a hoarding, a brochure and a phone screen.
- CGI art-directed to a consistent standard — not whatever the visualiser supplied.
- A sales microsite with a register-interest capture, not a PDF download.
- Launch sequence planned backwards from the release date, not announced on it.

The investor-facing layer

- Group brand that reflects the track record, not the last rebrand.
- An operator narrative: completed schemes, delivery record, the team.
- Materials produced for review by your authorised advisers where regulated.
- A communications rhythm during a raise, not silence between milestones.

Planning, community and the pipeline

Planning and community

Consultation materials are read by committees and neighbours who will shape your timeline. They deserve the same care as the sales suite and almost never get it.

- Consultation microsite and boards in the group brand.
- Plain-English summaries — planning language loses rooms.
- A named channel for local questions, monitored and answered.

Filling the enquiry pipeline

- Search presence for the scheme name and the location before launch week.
- Retargeting for brochure downloaders who did not register.
- Agent and portal assets supplied in one consistent kit.
- Enquiries routed to a CRM with automatic acknowledgement, not an inbox.

Compliance

Consumer materials should respect CAP/ASA standards on property claims — no invented yields, no CGI presented as photography. Investor-facing materials go to your authorised advisers for approval. Build them to be worth approving.

Want this built for you?

We embed as one senior partner and run the whole system — brand, web, marketing, CRM and lead generation. Every engagement is scoped and priced on a call. We take on a small number of partners, and if we are not the right fit we will tell you.

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