

Programme

Pitch Perfect - strategies for selling shared ownership

Thursday 21 February 2019 | Manchester

It's backed by government. It makes homeownership more affordable and accessible. It seems a sensible option to outright ownership.

So, why isn't it more popular? Public perception of shared ownership is mixed and fewer still understand its benefits.

At our one-day masterclasses you will hear from experts and get an opportunity to debate the key issues.

10:00 Registration and refreshments

10:30 Welcome and introduction
Helen Muir, HQN associate

10:45 Building the brand
**Andy Watts, CAST Media and
Tony Harker, CAST Consultants**

11:45 Refreshments and networking

12:00 The customer experience – from marketing and messaging to the service offer
Zac Worthington, Trafford Housing Trust/Laurus Homes and Suzy Hollins, Consultant, HollinsGardner

12:45 Lunch

13:30 Managing the ongoing relationship
Helen Muir, HQN associate

14:00 Understanding the market
Dave Willis, The Shared Ownership Shop and Tony Harker, CAST Consultants

15:00 Final thoughts
Helen Muir, HQN associate

15:10 Close