

Holiday Lodge Sales Service

For park owners and developers



Introducing a major marketing service
for holiday home and lodge park owners
across the UK and overseas.

www.lodgesales.co.uk

HL HUMBERTS LEISURE

CHARTERED SURVEYORS

PROPERTY SPECIALISTS TO THE HOLIDAY PARK & PARK HOME INDUSTRIES

The HLL Humberts Leisure holiday lodge sales service provides a comprehensive high-profile website marketplace offering a range of prime individual holiday lodges for sale, with detailed information on the holiday park or development in which they are located.



Many potential lodge buyers are unaware of the range of holiday lodges available in the market. A regular series of advertisements in key publications will direct buyers to the HLL lodges website which will promote both 'lifestyle' second home ownership and 'buy-to-let' investment in the UK and overseas.

HLL will act primarily in the referral of applicants to your park sales team but will also be able to provide an initial appraisal of a lodge scheme for owners; advise on sales and lease or licence terms; and supply park sales information & buying support to prospective buyers.



Key features of the service

- Easy registration and log-in process for website users so that interest can be tracked and responded to efficiently.
- Fully searchable listings which can be filtered with a number of key criteria, together with relevant, informative articles and advice for prospective buyers.
- Each holiday development is individually featured with description, photographs and layout plans showing available pitches/plots for sale.
- Email response facility for each park/development and holiday lodge.

Complementing your marketing strategy

The lodge sales service can be introduced either as an additional element to your existing marketing arrangements or as part of a new marketing strategy. Where possible, your existing sales material and park brochures will be forwarded to potential buyers.



How will it work?

Park owners who subscribe to the service will make an annual contribution towards the advertising campaign that promotes the HLL lodges website. The annual marketing fee and campaign will be regularly reviewed to ensure that maximum impact with the target market is maintained. Sales commission will be paid to HLL on completion of a lodge sale following our successful introduction of the purchaser.

If you would like to be part of this dynamic new service, please contact HLL Humberts Leisure for more details.

For more information

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