



AUTUMN SALE 2019: Q&A for Park Operators

When is the sale running?

The sale is running from 2nd September to 14th October 2019.

Why are you running the sale?

With the park home market particularly challenging this year and Quickmove uniquely positioned to spearhead an industry-wide initiative, we are aiming to inject extra interest and demand for the sector. By offering a discount on reservations, we think this will attract motivated new buyers as well as those putting their move on hold due to market/Brexit uncertainty.

Who is eligible to enter the sale?

Any park operator that have either a Residential or Holiday Park anywhere in England or Wales.

What is the minimum discount I can offer to participate in the sale?

Participating parks must offer a minimum of a £10,000 discount to buyers, to benefit from the sale.

What if I have homes for sale at different prices?

Then you can offer discounts from £10,000 up to as much as you wish to offer, in increments of £10,000. For example, if you can offer discounts up to £40,000 then we let buyers know that they can claim a discount of between £10,000 and £40,000, depending on the home they buy.

Should I change the prices of the homes on the park prior to the sale?

In order for the sale to succeed as a sales generator, prices for homes on participating parks must not be inflated in the period 1 Aug to 14 Oct 2019.

Will the discount I agree be advertised?

Yes, both the standard sale discount and individual park discounts are advertised.

How will the sale be promoted?

To maximise exposure to the sale we are partnering with our preferred manufacturers as well as overdriving investment in online advertising and portals sellmygroup.co.uk and Rightmove.co.uk. The event is advertised in relevant magazines, shows as well as social media. Quickmove are promoting the Sale campaign both as a national campaign and on participating parks, encouraging buyers to contact us to request a discount voucher and arrange viewings.

How much will it cost me to take part in the sale?

There is no up-front cost to participate. All we ask is that a referral fee of 1.5% plus vat of the purchase price is paid to Quickmove upon buyer completion. This applies for any buyer who pays a deposit during the Sale period following an introduction to a park by Quickmove.

Do I need to sign an agreement?

Yes. We ask you to sign a simple agreement for the period of the sale only, to agree the referral fee payments, the discount you are offering in the Sale and the contact information to arrange viewings. Please return a scan or hard copy agreement to trade@quickmoveproperties.co.uk.

How are buyers able to contact Quickmove?

Buyers can call, email, enquire through Rightmove, Instant Message or contact Quickmove through our social media channels. We are open 6 days a week including Saturday and operate an out of hours call handling service.

What happens when a buyer enquires with Quickmove?

Once a buyer contacts one of our team, we qualify their requirements and based on these recommend suitable parks, sale discounts available and offer to arrange viewings. A printable e-voucher is emailed to the potential buyer to present as either paper or mobile/digital format on park to access discounts.

Do parks need to already partner with Quickmove to participate in the Sale?

No, any park will be considered. You may already offer your own part exchange service or have not used us before. If however, you can create sales from the event and the buyers have a property to sell then why not try our service as we can get buyers onto your park in only a few weeks! You will also not be charged a referral fee if the buyer uses Quickmove part-exchange to buy.

The park operator above agrees to pay Quickmove Properties on sale completion a referral fee of **1.5% plus VAT** of the final purchase price for any buyer referred to the them who pays a deposit during the sale period. A referral is qualified as a buyer that we arrange a viewing for or visits the park with a discount voucher that we have provided to them during the sale period. Quickmove will invoice the park operator once completion of the sale has taken place.

Quickmove agrees to waive the referral fee for any buyer using Quickmove’s part exchange service to purchase a home on a park.

Signature Of Park Operator	
Date:	
Signature (Quick Move Properties)	
Date:	

Terms and Conditions

1. Participating parks must complete this Sale Agreement form.
2. The sale event is open to both Residential and Leisure Parks.
3. Valid Discount Vouchers are only issued by Quickmove Properties, prior to buyers visiting the park.
4. To qualify for promotion in the sale, the minimum discount offered by the park will be £10,000. The actual discount on offer may vary depending on the home that is reserved.
5. The sale will be advertised through media channels and in partnership with manufacturer partners.
6. Participating parks are to honour the discount voucher presented to them by buyers in either digital/mobile format or paper during the sale period.
7. For the sale period only, a referral fee of 1.5% plus VAT of the final purchase price (minimum fee of £150+VAT) is payable to Quickmove Properties on sale completion. Quickmove agrees to waive the referral fee for any buyer using Quickmove’s part exchange to purchase a home on a park.
8. A qualifying sale is when a buyer referred to the park pays a new home deposit for a participating property during the sale period.
9. The qualifying sale period is 2 September to 14 October 2019.
10. The promotional discount is not available in conjunction with any other offer.
11. Prices for homes on participating parks must not be inflated in the period 1 Aug to 14 Oct 2019.
12. The promoter is Quickmove Properties, 15 Interface Business Park, Bincknoll Lane, Royal Wootton Bassett, Wiltshire, SN4 8SY For trade queries, contact trade@quickmoveproperties.co.uk or call 01793 840917