



NHMF Workshop

Adapting to change using online services to reduce re-let periods



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The Moving Soon, Magenta Living Experience



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How Magenta Living started working with Moving Soon

About Us

Culture

Approach

Options

Summary

- Magenta Living
 - Housing Association
 - Looking for opportunities to help to market readily available properties
- Moving Soon
 - Property Marketing Company
 - Looking for opportunities to work with Housing Associations to promote their available properties to a wider audience

How Magenta Living started working with Moving Soon

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- There are 23,000 privately rented homes in Wirral
- There are 25,000 homes in the social rented sector
- Moving Soon currently work with many Housing Associations across the North West of England helping them: -
 - promote their properties
 - improve internal processes
 - increase brand awareness with a targeted proactive approach

Changing Culture

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Targeting a wider audience

Less form filling

Organisational culture changes

Instant information

Streamlined

Non bureaucratic

Improvements in application process

Saving time and money



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Old approach to marketing void properties

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New approach to marketing void properties

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New approach to marketing void properties

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- Approach to void repairs
- Works First! Advertising Second???
- Standards???
- What do we promote and where?
- Void rent loss



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Options available to market available properties

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- Utilising Choice Based Lettings system
- Use of additional marketing tools including the national property portals as well as niche local players
- Engaging existing and new customers with regular targeted content marketing articles
- Increasing brand awareness in the local area and beyond



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In Summary

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Housing Associations need to consider alternative ways to approach how they market their void properties.



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Any Questions?



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