

# LENDERASSIST.

**A UNIQUE SERVICE FOCUSED ON HELPING  
LENDERS LIQUIDISE NEW BUILD DEVELOPMENT  
& LAND ASSETS AND RECOVER LOANS**

[www.lenderassist.co.uk](http://www.lenderassist.co.uk)

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# LENDERASSIST.

## WHAT WE DO:

- We offer independent advice, pre and post loan, on proposed sales & marketing strategies and related budgets, identifying potential potholes and making recommendations to counter the same
- Forensically analyse developments from a purchasers' perspective, giving detailed feedback on potential sales resistance and offer a structured, plan to counteract the same
- Forensically analyse development sales & marketing activities to date, providing details of sales successes and marketing 'wins', whilst identifying areas of required improvement and change in strategy
- Formulate revised sales and marketing plans and strategies to ensure significant increases in sales success, reducing developer/housebuilder and lender relationship stress, and helping both increase sales revenue
- As part of Peter Krelle Associates, **LENDERASSIST.** can provide all required inhouse creative and oversee third party print and largescale production services



# LENDERASSIST.

## WHO WE ARE:

- Headed up by multi-award-winning Peter Krelle, former Managing Director of Countrywide Land & New Homes and Spicerhaart Land & New Homes, our small, close-knit team is made up of development professionals all of which who have been Managing Directors, Sales & Marketing Directors or Land Directors of large SME or PLC developer/housebuilders or national land & new homes agencies
- We are all independent operatives, free of influence to deliver business to certain/employing companies and, therefore, our advice is always open, transparent and non-biased and we're not afraid to be forthright when assessing what we consider to be defects in strategy
- We have approaching two centuries of combined experience in development and have won numerous awards for our work including 'Best National (Development) Marketing Campaign' for a record four times, 'Best National Agency', again, four times, 'Best Development' and 'Property Professional of the Year'



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TRASH



A low-angle, black and white photograph of several skyscrapers reaching towards the sky. The perspective is from the ground looking up, creating a sense of height and scale. The buildings are dark against a lighter sky.

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To arrange an initial discovery meeting or remote meeting, please contact:

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