

## Roger Hemming Estate Agents – ‘Same...only better’

Visitors to the centre of Honiton over the last couple of weeks will have noticed the striking new window display at Roger Hemming Estate Agents. Roger, **team** estate agent in the town, has transformed his windows with the use of delicious-looking ice-cream decals promoting **team**'s national 'Same...only better' campaign.



The decals and other marketing materials are part of the co-ordinated campaign, designed to highlight the difference between ordinary agents and **team** member firms, and increase public awareness of the many advantages of using a **team** agent.

Roger is a great advocate of impactful marketing. He said: "We kicked off the year with a special 4-page pullout in the local paper, including a centre-spread featuring the ice cream cones. We have also taken delivery of 2,500 personalised mailers based on the same theme, which we have sent to homes in and around Honiton over the last couple of weeks and so far, the response has been astonishing - people even come into the shop purely to complement us on the window display, which is hugely encouraging.

"But there's much more to this campaign than just pretty pictures. At a time when so many other agents are cutting back on things like marketing, we really stand out with these fantastic newly-designed materials. Not only do they have a real positive, feel-good element to them, but more importantly they drive home the message that all agents are not the same! Indeed, launching a new marketing campaign at such a time demonstrates that we are not an ordinary estate agent."

To find out how **team** estate agents differentiate from the rest, pop into Roger Hemming Estate Agents on New Street in the town or call the office on 01404 45343. To view properties for sale with Roger and hundreds of other independent agencies nationwide, visit [www.teamprop.co.uk](http://www.teamprop.co.uk).

Digital images are available from [bubblepr@mac.com](mailto:bubblepr@mac.com)

**Notes to editors:**

Westcountry **team** is part of **team** Association, the largest organisation for independent estate agents in the UK, with hundreds of members. Westcountry **team** covers Cornwall, Devon and West Dorset, and consists of 68 members at this time, all of which work together to sell property for clients, and are actively committed to their nominated charity, Macmillan Cancer Support. **team**'s 'blue sky' image, with transparent team logo on a blue sky background reflects the association's and each individual agent's commitment to providing a clear, transparent service to their clients and conducting business in a straightforward, honest and professional way.

**For further information, please contact:**

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