

# Pinevine

## The Acacia Brings in the Numbers

A great new show stopper from Peter Richards



Peter was already having a brilliant year, but his new show home has his team dealing with “leads coming out of their ears!” “There is a queue waiting for me to open the doors in the morning,” he claims with a shake of his head. The interest from the public in his new show home has been incredible, and it certainly packs a fair amount of interior design and high spec wallop!

The editorial feature secured on Stuff homed, and then again in the local Taupo Times also drove home the range of choices for finishing and fitout in a well designed Lockwood home.

Peter has a VIP night on the 22nd of February for existing, new and on the cusp clients and some key suppliers who we are sure will mingle superbly. He will also have two late Friday night viewings this month which will work well for his out of towners coming through to Taupo for the weekend, as well as local opportunities wanting to experience the home in a cosy evening ambiance.

Well done on your stunning new show home Peter. We are sure the network will make their way over to have a look over the next few months and we all wish you every success with those leads – long may they be coming out of your ears!

## Contents

The Acacia Brings in the Numbers	1
Record website numbers and CRM entries	2
Kaiteriteri design and build added	3
Lockwood Commercial Website	4
Summer Campaign Updates	5
Marquee packs a punch at events	6
New Welcome to Lockwood	7
National Fielddays - dates and site info	8
News from the Technical Department	9

## Current Production Lead Times

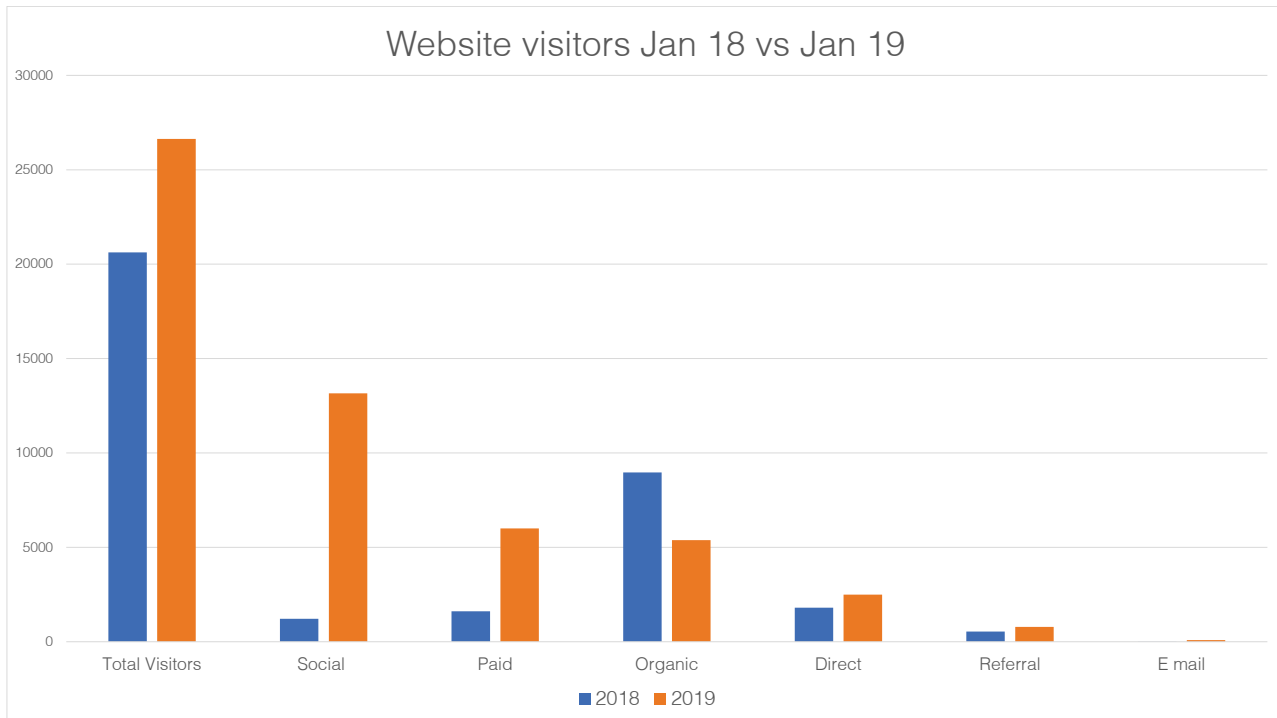
Current lead times when placing a final order (all milestones met, order approved for production)

Non-complex designs allow 6 – 10 weeks from approved for production date. Please talk to the production team about any upcoming orders.

For large / or complex designs, check with the production team for more accurate lead times.

**Please remember it is essential that all orders are complete, with all signed documentation etc. in place.**

## Record website numbers and CRM entries



Our social and digital activities have led to record website visitors and 'contact a builder' enquiries for January. As you can see from the graph, we have had a great January and our traffic is growing well on our new website. There is considerable ongoing investment into digital (Google) and social with full monthly calendars across Facebook, Pinterest and Instagram.

The last time we had numbers this high on the website was May 2017, which was probably based on TVC activities, but we are seeing a greater number of people contacting us after their visit with our current campaigns. We will continue to drive our activities in this direction and monitor our progress accordingly.

The Art of Lockwood has proved very popular with 226 downloaded last month (517 in total since we introduced this option in November) and 61 asked for a physical post out (103 since inception).

There are over 36 basic outline floor plans to view on the website which are associated with client home project under Our Homes and ReadyBuilt on our new website. These are available to view but not download which has stopped the "plandering".



## Kaiteriteri design and build added



We've added another design and build home to the website. This home was designed and built for Nelson clients by Andrew La Grouw, when he was the contractor for the Nelson region. Michael Whyte (our current Nelson contractor) was the builder. They both remember the job fondly, and reference the tatami mat room which required the foundations in one bedroom to be slightly lower than the rest of the home so as to seamlessly transition, as particularly challenging. If you missed the write up in Lifestyles or the e-mail notification, here is the link:

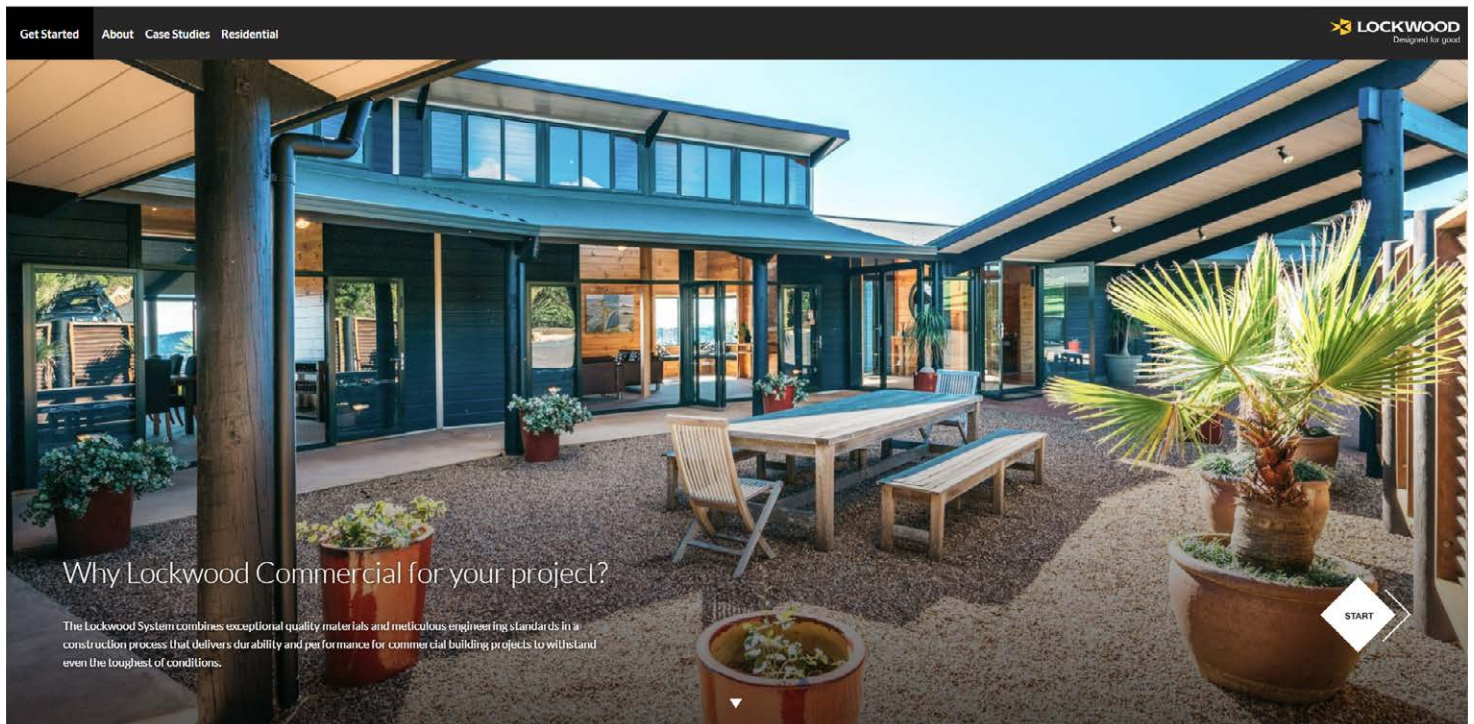
<https://lockwood.co.nz/home/design-and-build-in-kaiteriteri>

William Fan from Costings will add component values into the Designs by Lockwood spreadsheet on the extranet for those interested shortly.





## Lockwood Commercial Website



Your marketing department has quietly been beavering away at curating content for your new Lockwood Commercial website. It is a mirror image of the residential site, however, it features a darker background and reversed out logos with a distinctive business-to-business case study approach and copy material. It has a link in the main menu to take you to residential and we have added a reciprocal link from residential back to commercial.

Interviews with clients were undertaken to ensure that we had relevant and quality content wherever possible. The galleries on the case studies work the same as Our Homes in Residential and where there have been good testimonials provided, these have been placed topside on click through.

This new website should prove to be a great resource for our commercial building marketing across the network.

NB: The Tekapo Units which were recently completed have not been added to the site yet, as we are waiting on photography. They should prove to be gorgeous images as the location is pristine and somewhat epic. We hope to have those in within the next few months.

If you missed the notification in Lifestyles or email, it is below for ease of reference.

[www.lockwoodcommercial.co.nz](http://www.lockwoodcommercial.co.nz)

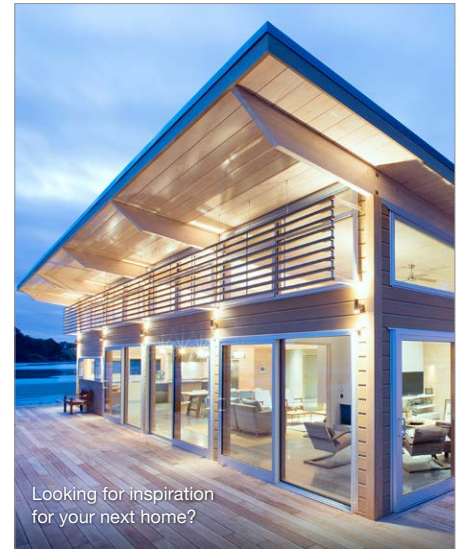
## Summer Campaign Updates



### Magazine activity for branding and visibility

We have had wonderful feedback from our KiaOra investment, and plan to roll out over the next 12 months to maintain that visibility and top of mind awareness. Many of our network that have travelled for work or their own holidays have made comment that the full page ad caught them unaware and was very effective. The pic to the left was a gent Andrew watched on a flight who spent a considerable amount of time absorbing our ad.

At the same time, we invested in a full page ad for NZ House and Garden who kindly upgraded our advert to the Outside Back Cover, and received free editorial on [www.noted.co.nz](http://www.noted.co.nz).



Looking for inspiration for your next home?

Whatever lifestyle or site requirements you have, our architectural designers will work with you to plan and build a bespoke home, perfectly suited to your needs. Find out what makes Lockwood a quality, eco-smart choice.

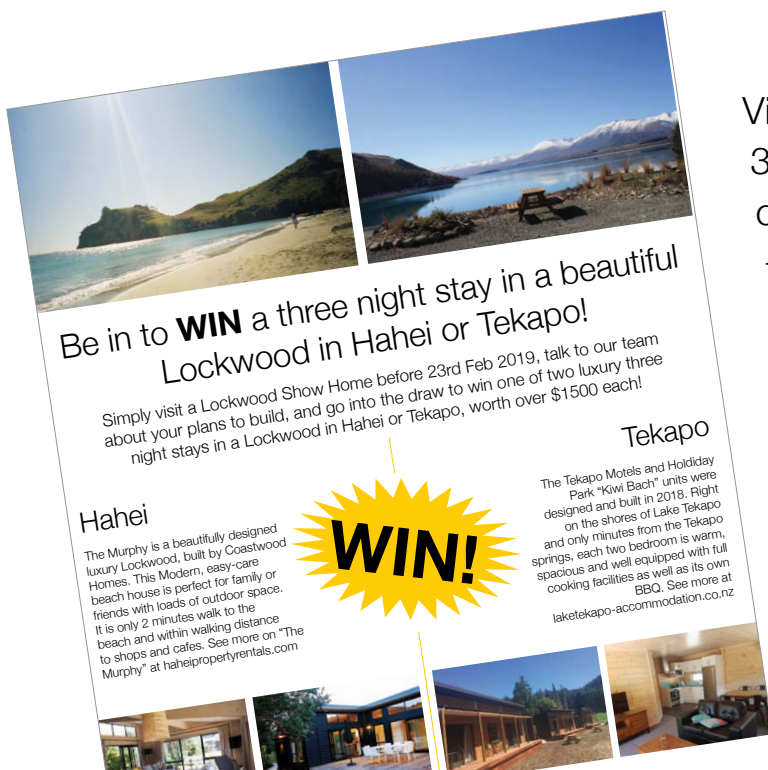
0508 562 596 | [lockwood.co.nz](http://lockwood.co.nz)



We took the additional option of being featured in their newsletter and their website – a digital package.

We have also been targeting high net worth individuals with print adverts in LawTalk magazine (industry mag for Lawyers) and will be researching other industry focused magazines which we will continue to test and measure for effectiveness.

KiaOra, NZ House and Garden and LawTalk adverts featured the Scapens home



Be in to **WIN** a three night stay in a beautiful Lockwood in Hahei or Tekapo!

Simply visit a Lockwood Show Home before 23rd Feb 2019, talk to our team about your plans to build, and go into the draw to win one of two luxury three night stays in a Lockwood in Hahei or Tekapo, worth over \$1500 each!

**Hahei**

The Murphy is a beautifully designed luxury Lockwood, built by Coastwood Homes. This Modern, easy-care beach house is perfect for family or friends with loads of outdoor space. It is only 2 minutes walk to the beach and within walking distance to shops and cafes. See more on "The Murphy" at [haheipropertyrentals.com](http://haheipropertyrentals.com)

**WIN!**

**Tekapo**

The Tekapo Motels and Holiday Park "Kiwi Bach" units were designed and built in 2018. Right on the shores of Lake Tekapo and only minutes from the Tekapo springs, each two bedroom is warm, spacious and well equipped with full cooking facilities as well as its own BBQ. See more at [laketekapo-accommodation.co.nz](http://laketekapo-accommodation.co.nz)

### Visit and Win Summer Promo sees 300% more entries in CRM from contractors

The summer promotion to encourage show home visits was very successful and has seen a great number of entries from the network who have been able to capture details from their visitors who wish to stay in contact, and obviously to be in line to win the prizes (2 x 3 night stays in either Hahei or our new Tekapo Units).

Thank you to those running additional radio campaigns in their territories to promote the visit and win.



## Marquee packs a punch at events



A new branded marquee has arrived in Rotorua and is available for events around the country. At 6m x 3m there is plenty of room for displays and collateral stands.

It's ideal for events where you have opportunity for an outdoor area and its bold colours with branding are sure to stand out, delivering maximum exposure for our brand. The full width of the back inside panel has been printed with a hero shot of the 2018 Lockwood House of the Year, the Crang family home.

We now have two of these branded marquees, one based in the South Island and one in the North. We also have branded 10 heavy duty camp chairs to accompany each marquee.

The marquee and chairs have already proven popular at rowing events both in the North and South Islands. Bryan has booked the marquee to attend the Maadi cup regatta in March, which will be attended by 2000 competitors from 120 schools and around 10,000 additional spectators.

If you have an upcoming event and you would like to use the marquee, please contact marketing and we will arrange this for you.



## New Welcome to Lockwood



The new Welcome to Lockwood has been through several design stages and has now been finalised and sent off to the printers. We will have some available shortly.

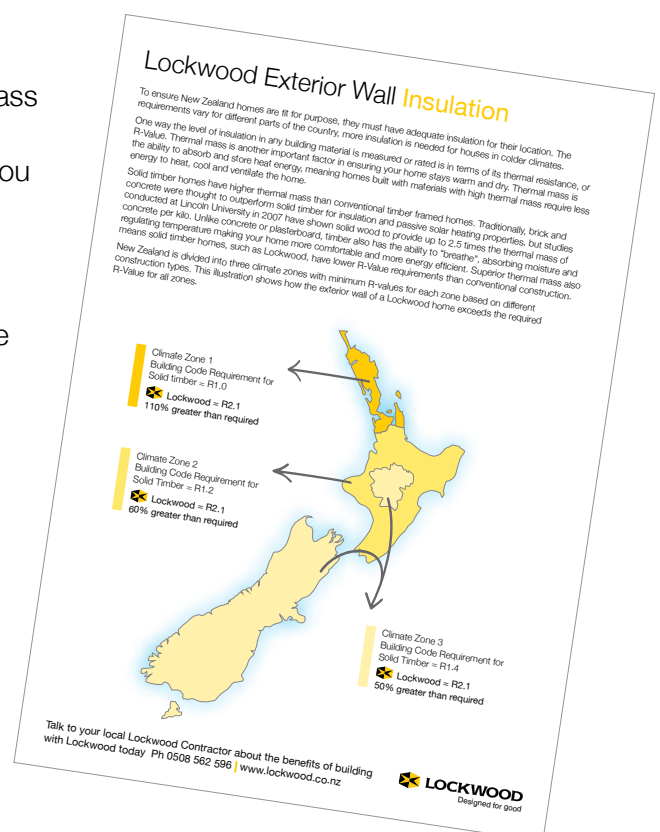
We know it has become a scarce commodity whilst we have been tweaking the layout and content. However, you will find that our changes were well thought out and provide you with an excellent marketing and selling tool covering a wide range of topics and options.

Please find the link to the pdf version which we have saved under resources on our website here: <https://bit.ly/2E0ovbD>

We want in particular to point out page 8 which deals with Lockwood exterior wall insulation, R-Values and Thermal Mass in a clear and simple manner. This is something new in the brochure and is also available as a single page flyer which you can download from the Extranet>Marketing>Brochures and Flyers or at [www.lockwood.co.nz/resources](http://www.lockwood.co.nz/resources).

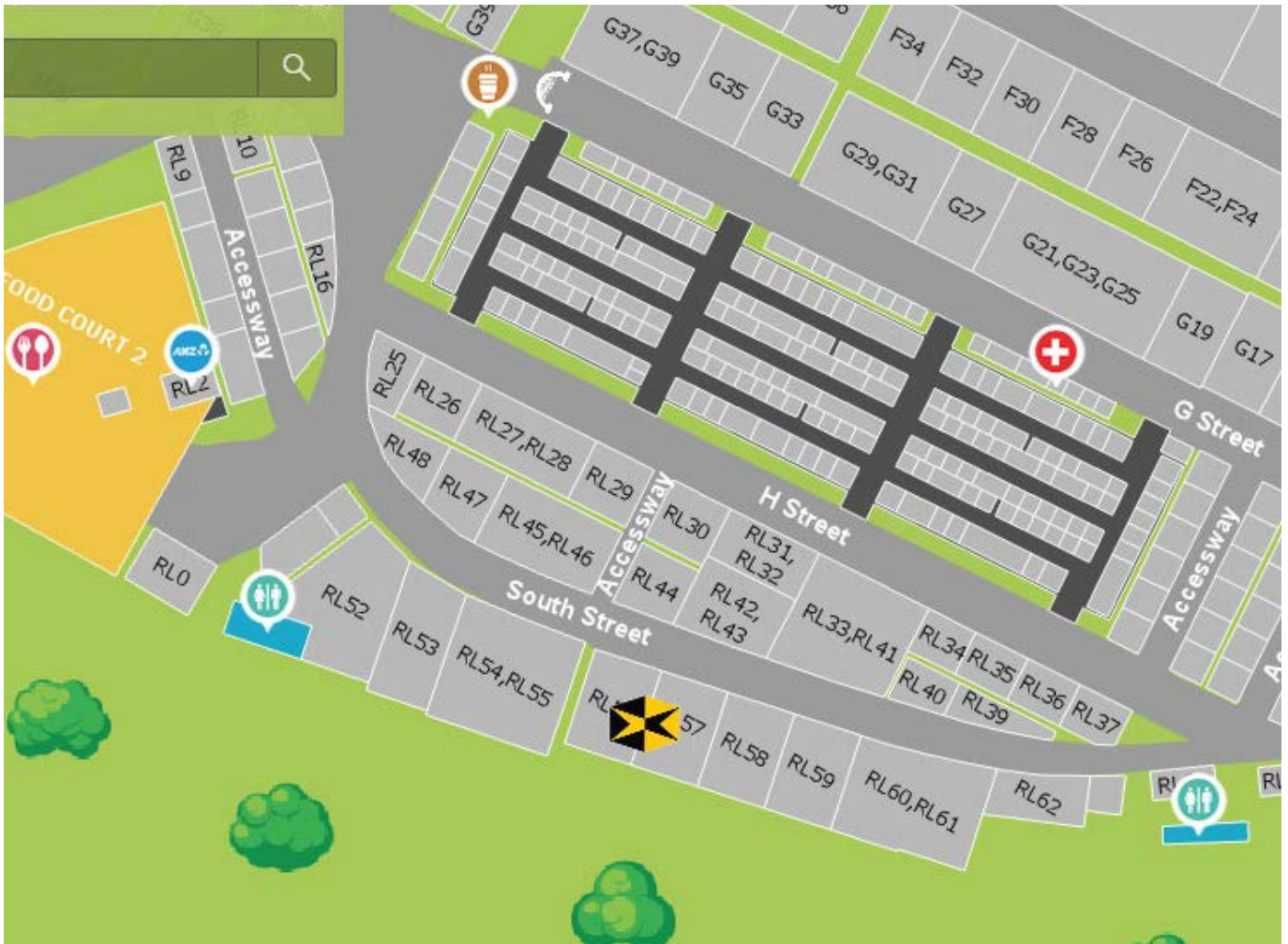
Pages 16 through 21 in the Welcome to Lockwood now take readers through their build options. We have used case studies of client builds to demonstrate how a home can be customised from a concept or designed from scratch. ReadyBuilt options have also been included.

A few of our ReadyPlan options have been referenced and are now referred to as the **14 Series**, a name change required to stop the confusion between ReadyPlan and ReadyBuilt. The name is derived from 14 boards and trusses, which each of these designs share. Lloyd from our design department is working on some good options for renders for marketing to use to create collateral for our contractors.





## National Fieldays - 12<sup>th</sup> – 15<sup>th</sup> June



It's going to be another big year for us, as we are taking a Lifestyler to Fieldays. We are still taking calls from the public with direct referral to the Fieldays Lifestyler from 2018.

The sites have been negotiated and we have secured a double north facing spot in the sun, sites RL56/57, (across and down the road from last years sites RL45/46.)

Once again, we will be making appeals to the network to join us in manning the display home and engaging with potential clients over the period. Set-up is particularly demanding, but incredibly rewarding at the same time.

There has been a welcome knock-on effect in terms of traditional Lockwood build leads into the network where we have seen several successful builds come through from Fieldays as an initial contact.

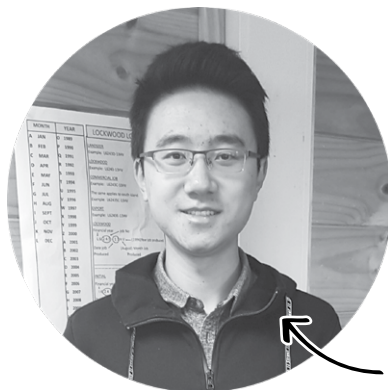
Again, branding and visibility is key for us at this national event and of course the awesome feeling of setting the benchmark and leaving the others in our dust!



## News from the Technical Department

### Logo

Please be aware we have changed our Lockwood Logo. When you are doing any drawings for Lockwood please make sure you use the latest. A copy of the new logo is available on the extranet under Design>"Lockwood\_Logo---New.png" (transparent background) or "Lockwood\_Logo---New.jpg" (white background)



### Costing Department

Can you please send all quote and pricing requests to William Fan, [williamfan@lockwood.co.nz](mailto:williamfan@lockwood.co.nz)

Alternatively, you can contact Michelle Noble.

Martin is wheedling his way out of doing quotes, and is intent on a two month sabbatical, going on his "Big OE" to visit his new grand-daughter.

William Fan, our new costing superstar

### Tinted Glass

As mentioned previously. Thermal fracture is an issue in certain conditions, Metro Glass have given us a Thermal performance document to follow when considering your specific environment. This is on the Extranet under Design>"TB24 Glass and thermal Safety V4a.pdf"

We have opted to give you a toughened/ tinted option on the quotes, after being advised that is the best solution.

### 280mm Lockwood Barge and Fascia.

We have new lengths available for the 280mm Barge and Fascia. The new lengths are 4800mm, 5400mm, 6300mm. We will no longer be supplying the 6600mm length once the stocks have run out.

### Detail Updates.

Please refer to the new update listing for detail changes. The current PDF's are on the Extranet under Manuals>Update Listing.

## We want to hear from you!

If you have any news, events, successes or challenges you would like to share with the network, please get in touch with Sarah ([sarahsmith@lockwood.co.nz](mailto:sarahsmith@lockwood.co.nz)) so your stories can be included in the next issue.

A link to the Pinevine edition is available in .pdf version on the Extranet under Pinevine. Printed versions will be circulated to staff and mailed out to the network. If any of your staff would like to be added to the mailing list, let Sarah know.