

Pinevine

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Current Production Lead Times

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

Non-complex or Complex designs up to 120m² please allow 5 – 7 weeks from approved for production date

Non-Complex Designs over 120m² allow 7 – 9 weeks

For large or complex designs please 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.

Back to Business - A message from Andrew La Grouw

What a strange, brave new world we have found ourselves in!

It was a tremendous relief to get back to business and have life return to something close to normal.

New Zealand has done a magnificent job managing the COVID-19 epidemic. Community transmission is no longer occurring, and NZ has essentially eliminated the virus from within our borders.

Still, 22 people have died, and that is a tragedy especially for their families and loved ones.

Now, we start rebuilding our economy. Our business community will play a vital role in keeping people employed and keep the wheels of the economy turning.

There are some factors that will potentially be to our advantage. Interest rates remain historically low and may yet drop again. There remains a shortage of housing throughout much of New Zealand. And the farming community (a key market for us) are continuing to prosper.

There are also some opportunities emerging. For the next couple of years, a large part of our economy will be fueled by local and central government stimulus. Businesses that can develop working relationships

with local and central government entities, and with government-funded organisations will be in the best position to assist these organisations in the delivery of projects.

From our end, we are developing a strategy to directly market to potential customers. This includes fast-tracking to market a small range of 14-board and truss plans. We are also working with Kainga Ora to see how Lockwood can assist with delivering the governments goal of 8,000 more state houses.

Our ability to thrive in this new economy will be tied to how we successfully collaborate with clients and stakeholders. More than ever, we need to provide excellent customer service. Every enquiry is an opportunity to start a customer relationship. We need to be timely, genuinely engaged, and willing to help our customers. Today's tyre-kicker is tomorrow's new Lockwood home owner.

I am delighted to announce that Sarah Smith has accepted a new role on our management team. As Market Development Manager, Sarah will be responsible for assisting contractors with their business and market development, recruiting new contractors, and developing new business-to-business partnerships.

New show home open in Papamoa



Soren and Nikki at Seaside Homes are excited to open their Motiti show home in Papamoa. Originally due to open in April, delays due to lockdown meant they were only able to the public when we moved into Level 2.

The 120m² Motiti is a compact three bedroom home with carefully planned spaces allowing for a scullery, generous walk-in robe and a separate laundry. The Motiti showcases a range of internal finishes, including natural oil in the master bedroom, blonding through the kitchen and living areas and painted bathrooms. Nikki designed an entertainment unit and headboard, made from Lockwood boards and painted in Resene Black White.

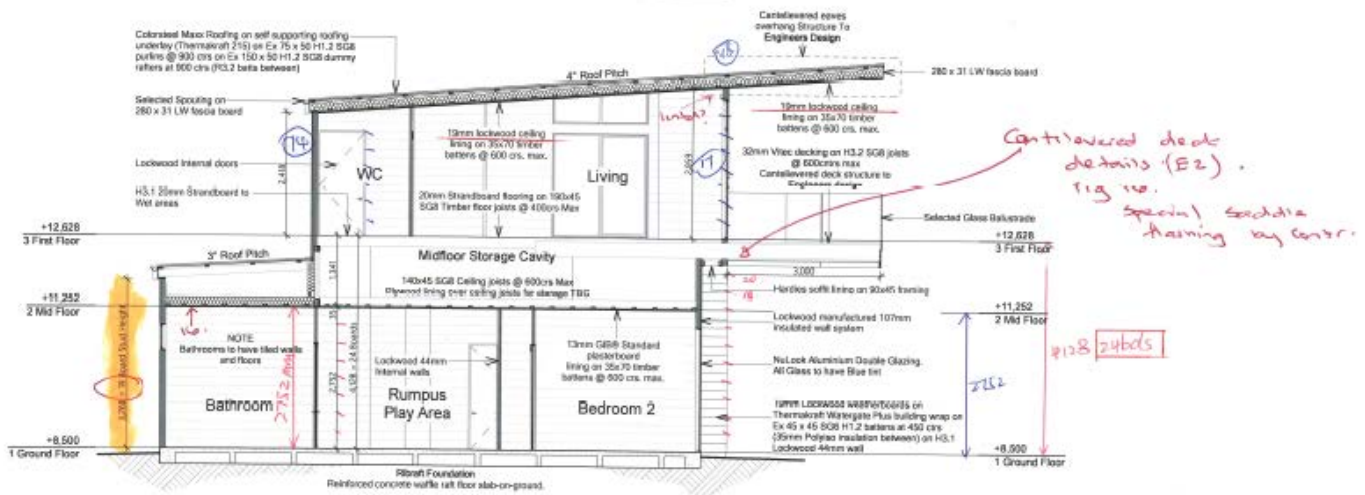
Built to sit in front of Soren and Nikki's own home at 40 Bell Road Papamoa, the site is landscaped and looking amazing. Professional photography of the home has been loaded onto the Lockwood website.

You'll find a full spec sheet and brochure on the Extranet> Marketing>Brochures and Flyers>Show Home Flyers and component pricing under Pricing>Plan Range pricing>2020 March Show homes Version 3.

Well done Soren, Nikki and the Seaside Homes team!



Free design consultation service offered



Design concepts sometimes require some early assistance navigating through the Lockwood structural system and the intricacies that are particular to Lockwood.

The Lockwood Design team has been assisting contractors by offering design consultation during the initial concept design phase. This free Design Consultation Service is now available for all contractors and designers.

The service has the intention to expedite a more complex concept design by addressing Lockwood structural and design matters early, prior to designs being costed.

The benefits of this early consultation could include reduced engineer involvement, shortened consent drawing time frames and ultimately reduced build costs.

Lockwood Head Office staff will work with contractors, their architectural designer or licensed consent practitioner to help resolve situations and improve buildability during any of those processes.

The current costings plan approval process where early consideration of stiffener posts, beams and joinery configurations are indicated will continue.

Send your concept designs through to David – davidmacfarlane@lockwood.co.nz to take advantage of this free service.

Readers Digest Most Trusted Home Building Brand

We have again picked up an award in the Readers Digest Most Trusted Brand Survey. The Highly Commended accolade makes eight years of NZ consumers recognising Lockwood as home building brand they trust.

Reader's Digest Australasian editor-in-chief Louise Waterson says consumers appreciate being able to turn to brands they trust, especially in challenging times.

"This is an unprecedented time in history right now with the COVID 19 situation, and trust has never been more tested in our community. With the pandemic taking hold, consumers have turned to those trusted and familiar brands to protect themselves and their families," she says.

The new logo and an updated flyer are available to download from the Extranet>Marketing>Marketing>Most Trusted Home Building Brand > Most Trusted 2020



Show homes for sale

Two of our Lockwood show homes are currently for sale. The Arcadia, built to wow visitors at Fieldays 2019, has shifted from its site in Bombay back to Rotorua.

South Auckland Contractors JK Design, who were working from the show home, have also moved and will be servicing clients from their office at 19 Ararimu Road, Drury. The promotion of the sale has generated a good number of enquiries, for both this home and build-on-site options.



Whytes Builders Ltd, based in Richmond, have their “Nelson” show home for sale. The Nelson floorplan is a mainstay in the Lockwood design range. This version of the home features a monopitch roofline, additional clerestory windows and a natural clear finish for the interiors.

Martin Whyte and his son Michael have new ideas for their high-profile site on State Highway 6, and we’re looking forward to seeing them develop their Lockwood business in the region.

Back on the track

The Lockwood drift car has been off the track after a spectacular and terrifying crash. Luckily, Court and his passenger were not seriously injured, but the car was damaged beyond repair.

Court, with help from friends and family, has been working on building a new and improved car and managed to get this up and running over Lockdown. The Lockwood sign writing will be installed this week and Court was back out on the track on May 31.

We wish you all the best for a safe and successful season ahead Court!

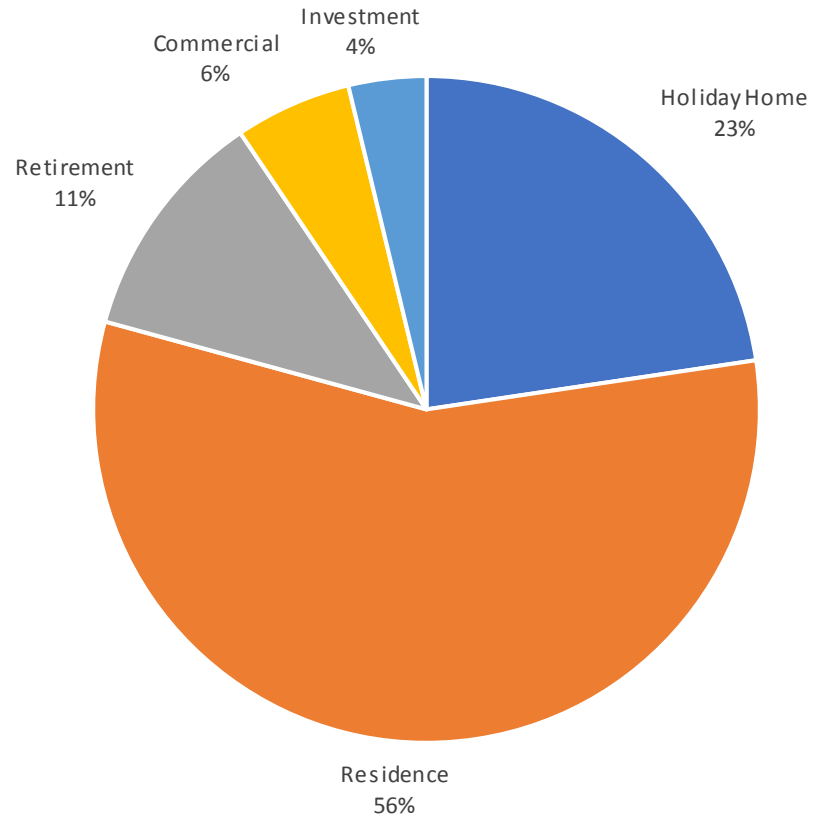


What are our clients using their new Lockwood homes for?

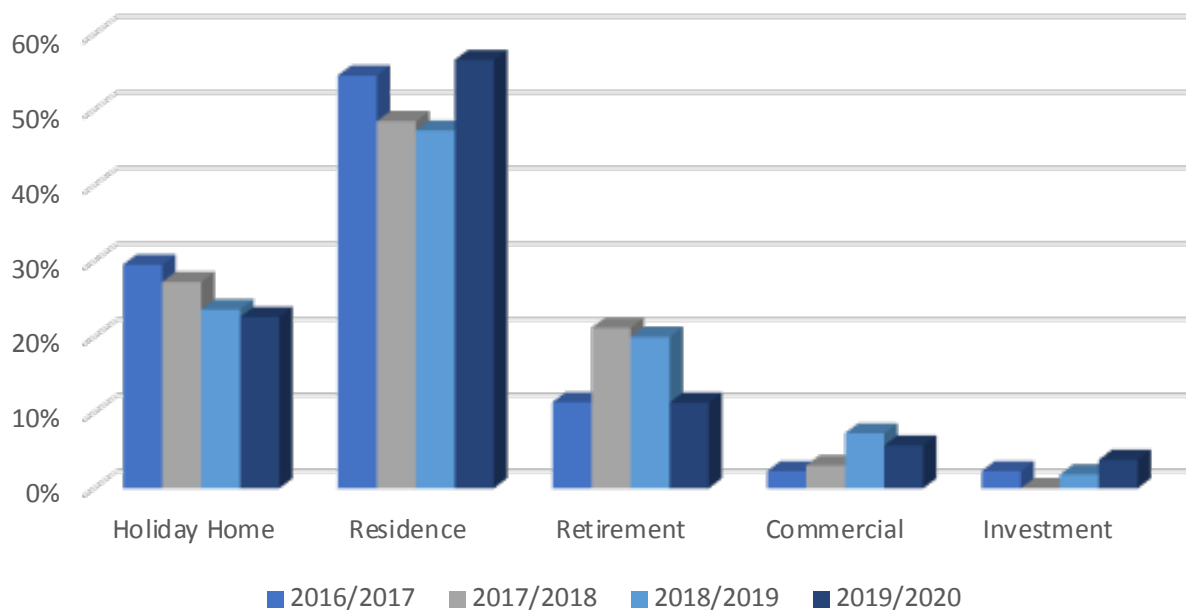
We recently touched base with our contractors and salespeople for updates on client information that we have in the CRM against sales. In the last Pinevine, we published a graph showing Lockwood client occupations over the previous three years. This Pinevine we thought we'd share some further stats, this time on the use of dwelling. The pie chart shows the use of Lockwood buildings through the 2019-2020 year while the bar graph below shows trends over 2016-2020. Interestingly, are seeing a decreasing trend for holiday homes, with a higher percentage of sales coming from people building a permanent residence.

Up to date data like this helps immensely to target our marketing in the right areas and get the most out of every dollar we spend. That's why we encourage sharing as much information as possible on our Client Relationship Management (CRM) system. If contractors need help with using CRM, please get in touch with Jenny – jennyforbes@lockwood.co.nz.

Use of Dwelling: 2019-20



Use of Dwelling



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) so your stories can be included in the next issue.