

# Pinevine

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## Current Lead Times

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

Non-complex or Complex designs up to 120m<sup>2</sup> please allow 5 – 7 weeks from approved for production date

Non-Complex Designs over 120m<sup>2</sup> 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.**



## Celebrating our Network Achievers Contractor Awards 2020

This year, for obvious reasons we decided to not hold conference. But this is not going to stop us from celebrating our incredibly successful contractors!

This year we are celebrating a handful of contractors who all share some common factors that help drive their business to success. First and foremost, they are operating show homes. It has never been more clear to us how vital show homes are as a selling tool. Also, each of our top performing contractors are committed to providing their clients with a rewarding Lockwood experience encapsulating good design and build processes, and a commitment to deliver projects that exceed their clients' expectations.





## Customer Relationship Excellence

### Coastwood Homes

Since Israel took over the Coastwood Homes business in 2018, there has been nothing but praise for the outstanding job Israel, Katie and their build teams achieve. Their focus on customer care is evident through the outstanding feedback and testimonials provided by each and every client they work with.

Year on year they set the bar high and accept nothing less from their teams. Their communication, professional client care and ability to develop fantastic client relationships makes them stand out amongst our network.



## Sales Excellence

### de Roo Construction

De Roo Construction have been operating as Lockwood Contractors in Taupo for less than a year, but have very quickly demonstrated their ability to generate an impressive pipeline of work.

Operating the beautiful Acacia show home is a key sales tool, as is the mentoring and assistance they are getting from Mr Peter Richards – a veritable Lockwood legend. But the key factor for their success is the passion, commitment, and hard work Tim and Karen are putting in.

## Sales Excellence

### Tuohy Homes

Tuohy Homes are no strangers to the podium. They have built a solid foundation based on many many years of experience in the industry. They run a slick, professional operation based on excellent design and building processes, and align the Tuohy Homes brand with Lockwood to create an iconic Wellington business that has been building Lockwoods for over 50 years.

Brent and Jeanette have put a huge year behind them, including the completion of their own jaw-dropping home and the new Al-Fresco show home.

Not long ago, we asked Brent what he was doing to generate the impressive stream of orders that come through our factory. The show home and office are a key factor, as is the continuous investment in local marketing. But one initiative stood out: during lock-down Brent and



Jeanette went into overtime contacting pretty much all their leads from the last couple of years. This in turn appears to have created a lot of goodwill with potential clients, and a steady stream of renovations, reclads, and full builds.

And the big one - Lockwood Contractor of the Year!



## Congratulations Seaside Homes

We are delighted to announce Seaside Homes as the 2020 Lockwood Contractor of the Year.

Soren and Nikki have had an incredible busy journey over the last couple of years. Back in 2018, just before Seaside Homes became our Tauranga / Bay of Plenty Contractor, Nikki and Soren invested in a large block of bare land just outside of Papamoa. Here they have built their own beautiful Lockwood home, and earlier this year opened the Motiti show home.

Seaside Homes have quickly established incredibly high standards of professionalism. They have a sincere drive to deliver excellent customer service and beautiful homes that exceed their customer's expectations.

Consistent local marketing has helped spread their message, and the results are very clear. They maintain a busy build schedule they manage with transparent communication and meticulous planning.



## Introducing the Riverview

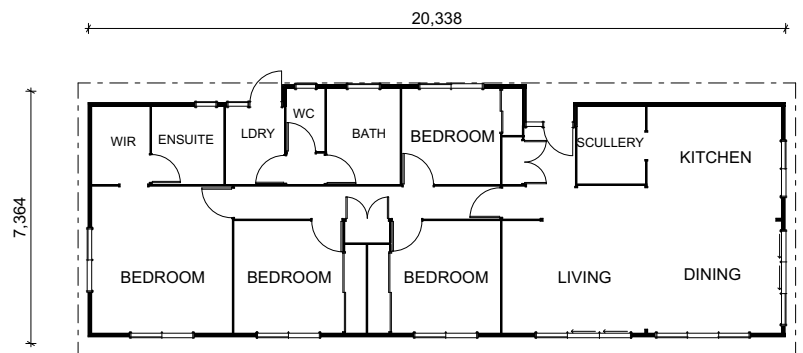


The Riverview is a new four bedroom design from the Lockwood Design studio. The plan packs a whole lot into the 142m<sup>2</sup> footprint, including two bathrooms, scullery and walk-in-wardrobe. The Riverview is available fully sarked or as a 14 board with trusses option, offering a lower price-point for an ideal family home.

Lockwood plan flyers and detailed floorplans are available for contractors to promote the Riverview to clients for on-site builds. The Riverview will also be released into the ReadyBuilt range.

Our popular plans from the ReadyBuilt range are also now available in a trussed version. The Lifestyler, Vacationer and Lakeview have been redesigned with gable rooflines, and the Seaview also has a trussed option.

Component pricing including replication discounts are loaded onto the Extranet > Pricing > Plan Range Pricing > 2020 March ReadyBuilt. You'll find Lockwood branded detailed floorplans and brochures under Marketing > Brochures and Flyers > Generic ReadyBuilt Designs for on-site builds



## Another successful CodeMark review

Earlier this week, we completed the annual review of our processes to ensure we are meeting our requirements under CodeMark.

Kevin Brunton, director of the Building Business, ran through an audit of factory processes with Dave Hutchings. Laurent Michoux, program manager from Global Mark joined us via Zoom in Australia and worked with Michelle to go through our quality and detail manuals.

Both Kevin and Laurent were impressed with our current audit procedures, factory processes and document control. We successfully passed the review with no major issues and only a few small suggestions for improvement.



A big thanks to all Lockwood staff for being committed to following procedures that make our CodeMark compliance possible and to Michelle, David and Dave for their work towards the annual audit.

## Local Sponsorship - thanks to Seaside Homes

The Year 12 FED Soccer team are looking swish in snazzy new Lockwood branded jackets. Soren from Seaside homes purchased the 25 jackets for the team he coaches at the Papamoa Soccer club. The investment is well spent as the team will wear them for years to come, promoting the Lockwood brand as they play games throughout the Bay of Plenty.

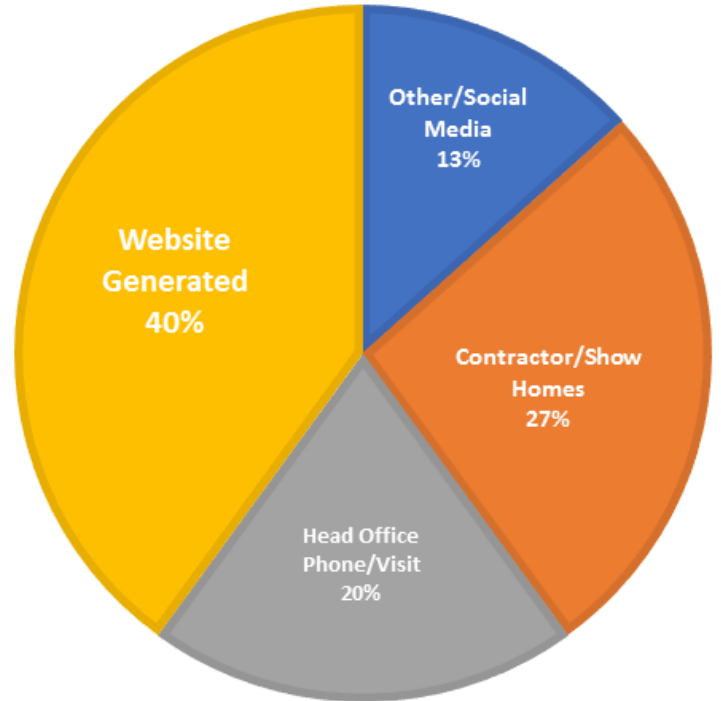


## How do clients first get in touch?

Over the last few issues of Pinevine, we have shared statistics on what our clients occupations are and what they are using their new homes for. This time we are highlighting the ways clients first contact us, described as their "Initial Contact Method".

The pie chart shows how clients who have built with us over the 2020 financial year have made first contact. Online activity such as website and social media makes up just over 50% of the initial contact method with the balance coming from visits to show homes or the Head Office.

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. Keeping CRM up to date doesn't need to be an arduous task, it's as simple as including the CRM email address ([lockwoodhomes741540@sugarondemand.com](mailto:lockwoodhomes741540@sugarondemand.com)) in the BCC field when emailing clients.



## Shwatevagee MC

Members of the Shwateverghee car club have dropped four wheels for two after the founder, Court Marsters, decided to get a bike. The rest of the crew followed suit and now enjoy bringing their new toys to work and heading out at lunch time for a ride.

L-R Court Marsters, Dylan Waitemata, Dre Waitemata, Tamihana Lawrence, Sonny Marks.

## 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.