

## Services

Strategic Planning | Corporate Identity | Corporate Signage | Brochure | Advertising | Website

For more information call: **01737 735660**

# Peter Hughes Country Property

In 2005 Peter Hughes decided that his 20 years of estate agency experience should be put to the ultimate test. Peter had been working as a partner in a local agency in Sussex having conducted his earlier career selling some of London's most valuable houses through Chesterton's.

Peter Approached The Sharper Image to discuss his new brand and this led to our involvement in the marketing strategy of his company, growth prospects and brand roll out. 2 years on his decision not only looks sound but we are now planning for expansion across the south downs and possibly up and into the county of Surrey.

Although we are often sceptical the quality end of estate agency is like any other business and nowadays it involves huge sums of money. Professionalism is the key as well as Peter's main ethic which is top notch service. This message abounds in all of his media and in fact through all contact with the agency.

We must admit there was a point early on where even we questioned how one starts a new agency with no property on ones books (a good brand can do a lot but miracles...) but this did not phase Peter and as we learned thereafter his experience told him that the right message and brand proposition backed up with hard work and integrity will give his customers what they want. We wish Peter well with his expansion plans and look forward to being part of this furthermore...

