

# HOMEpage

HOMEBASE




This edition of HOMEpage is full of stories that should make all of us proud to be Homebase colleagues. From Lewis Burton, who saved an elderly lady's life during his lunch-break, to the award-winners who put their all into delivering a great Peak09, it's clear that we're in good company.



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# Garage conversion service launches

After a successful six-month trial, a garage conversion service is to be rolled out in every store.

The service, provided by the Garage Conversion Company (GCC) in association with Homebase, will be promoted in-store via a promotion pod. Stores that demonstrate particularly strong sales will receive a video stand to promote the service.

Every store benefits from the service by receiving a five per cent commission on every conversion, while colleagues processing an enquiry which leads to an order receive £25.

Before



After



With many garages being used for overflow storage, rather than cars, there's plenty of scope for customers to get their 'spare rooms' converted into something much more useful. There's also the fact that many customers are choosing to stay put and invest in their homes rather than move during the current economic climate.

"We've seen some really good sales results during the trial, including a £30,000 conversion of a double-garage to a kitchen," says contracts manager, Michael Burke.

"It's fair to say that we're free2 make the most of the opportunity presented by our new service, as it means an extra sales driver for stores, and it will make customers think again about the potential of the house they already live in."

If you have any questions about the service, please call Michael on 07775 703235.

## Why are we using the Garage Conversion Company?

GCC is the only national dedicated garage conversion company and completed over 35 conversions each month last year. The company is fully insured, so our customers' money is always safe, and a 98 per cent recommendation rate from their customers (verified by an independent body) ensures total peace of mind.

When a lead is generated by the pod or colleague in-store, GCC will contact the customer to organise a home visit to complete a full and detailed quote, and planning permission will be arranged if required.

When the customer decides to purchase they are asked to visit Homebase to discuss their plans. The customer can then be helped with their product choice which can include paint, flooring, furniture, kitchen, bathroom, and more! All customers receive 10 per cent discount on Homebase products, so there's every reason for them to complete their new rooms with our products.

GCC is also sending all of its customers the 10 per cent discount letter for products at Homebase, so we can generate even more sales from this opportunity.

## Save 10% on garage conversions

Home Retail Group colleagues can save 10 per cent on garage conversions at Homebase, plus free planning permission where required.

## A garage conversion could create

- A playroom
- An office
- A kitchen
- A dining room
- A TV den
- A bedroom
- A bathroom



And for customers with a double-garage, a part-conversion is possible. The front or rear of the garage could be kept as storage space, while the rest of the garage is converted into a room.

## Garage conversion add-ons

There are plenty of potential add-on sales when it comes to garage conversions. Customers will often need a shed to house all the odds and ends once kept in the garage, and paint, flooring, wallpaper and furniture will also be needed for the new room.

# Make a new house a home

A house builder is putting the perfect finishing touch to its homes – by installing Homebase kitchens and offering a Homebase 'bespoke furniture package' with every new home.

The 'turnkey solution' is thanks to the fantastic customer service provided by Holyhead service manager Shelley Doyle, which left Viridian Homes' managing director, Graham Farrell, seriously impressed.

Graham had first visited Holyhead to buy a kitchen for one of his show homes, but after being helped by Shelley, he decided to have Homebase kitchens installed in every home, and Homebase furnishings throughout. What's more, after Graham was put in touch with contract manager, Michael Burke, he also introduced a Homebase furniture

package (worth up to £4,000) as part of every home sold.

People buying from Viridian Homes get either a £2,000 or £4,000 Homebase furniture package as part of the deal. The money is loaded onto a Furniture Card which gives the buyer two options.

The customer can either choose to have a furniture package chosen for them by Homebase to suit their home, or they can visit their local store, and choose their own unique package.

"The furniture package gives customers the pick of our full product range," explains contract manager, Michael Burke. "It's great news for first-time buyers, or for people who want to fill their new home with fresh, contemporary furniture."

But Shelley's not resting on her laurels –

together with other members of the management team at Holyhead she has forged links with a housing association, which could lead to Homebase furnishings and kitchens being used in dozens of homes.

The homes are available in Holyhead, Greater Manchester and Devon, and at time of going to print, eight homes have already been sold.

