



### **An Eye for Design, a Passion for Detail**

“However long it takes for the UK housing market to return to normal volume levels, as long as the current business conditions persist, market share is critical and anything that gives your product the edge, even more so”, says Andrew Henry of Andrew Henry Interiors.

There are undoubtedly still genuine buyers out there. In fact, many of Andrew Henry’s housing industry client’s talk about better quality prospects, all be it in reduced numbers. ‘Back to basics’ is common currency in the industry right now, and this applies across all sales and marketing disciplines.

Nobody recognises this better than Andrew Henry, who has worked in the house building industry for over 17 years. Having been successful in a variety of sales and marketing roles for large and small developers, not to mention as Interior Designer for some of the largest and most successful companies in the industry, Andrew has significant first hand experience working in the property sector, both as an employee and as a consultant. It is this level and depth of experience which gives Andrew a unique offering, allowing his company to create design solutions which aid sales targets first and foremost.

Andrew’s background allows an empathetic and insightful stance on any given brief. With his approach best described as ‘right first time’, Andrew and his team has both the desire and ability to consistently exceed expectations.

Given a brief to design four apartments within the ‘HUB’ building in Birmingham, which represented the four different styles of homes for sale, Andrew Henry Interiors created four unique and equally impactful apartments in the innovative and contemporary canalside development of 123 properties by award winning developer Crosby Lend Lease.

Justine Elliott, Sales and Marketing Director at Crosby Lend Lease comments, “Each apartment looks absolutely stunning and certainly creates the wow factor we were looking for. We have also had a very positive response from prospective purchasers and several reservations already confirmed. I look forward to working with Andrew Henry Interiors again on future projects.”

Andrew’s experience has enabled him to give meaningful and cost effective solutions to developer’s varied requirements. Building on all this experience to create a unique brand Andrew believes getting the brief right is key to the success of any interior design scheme, Andrew comments, “For show homes we build a profile of the potential purchaser from understanding the occupation they may have, where they shop or holiday, their needs and aspirations. And for private clients it’s often about the end user and function of the space involved.” Whatever the remit, Andrew and his team set out to exceed expectations by carefully project managing from inception to completion.

From country mansions to contemporary new build apartments, no budget is too small for Andrew Henry Interiors who will work just as creatively on furnishing solutions for stock plots as tenderly adapt designs to create schemes for exclusive pent house playgrounds or suburban townhouses. One promise is resolute on all designs created; they will all be unique and regardless of budget, Andrew Henry’s solution will not only inspire the sales team with a powerful additional marketing tool, but will most importantly, help sell the home to the end user ~ the purchaser.



Andrew continues, “I never take relationships for granted and I’m always working hard to build on the respect already achieved in the industry. Trust and honesty are intrinsic in these relationships and my clients know that if we can bring a scheme in under budget we will always try to do that.”

Asked if there was anything he would change about his role Andrew’s passion for his work is clearly evident, “Because interior design is often seen as adding the finishing touches to a development we are commonly brought in towards ‘build complete’. We are actually in a position to advise from the outset where we can offer our spacial planning and awareness skills to help optimise layouts, maximise square footage and identify specification features which will add value as opposed to those which may not. In terms of enhancing the product I genuinely believe there is so much to be gained from a long term working relationship with a designer to maximise the value of a scheme and add a new dimension.”

After a year running his own business, Andrew is buoyant despite the downturn in market conditions. “Having worked in the industry in the ‘90’s I’ve experienced the worst and the best of times in the property market. But difficult times excite me because I know the difference I can make to the effectiveness of the Sales and Marketing function at the crucial conversion stage of a sale. And, as principle of my own business, my clients are guaranteed my personal involvement in every scheme, from accurate interpretation of the brief at the outset to installing the show home at the end of the process. It is imperative that the design concept isn’t diluted from handover in personnel. As a smaller business we are able to ensure consistency.”

With his motto of ‘average isn’t an option’, its little wonder Andrew Henry Interiors is going from strength to strength just over 12 months since inception. Recently moved into new offices in Wick, Bristol, Andrew has increased his staff numbers 2 fold reacting to demand and ensuring his unwavering high standards of execution are maintained.

Creating and maintaining excellent working relationships is something which comes naturally to Andrew; ‘I have worked with Andrew Henry since 2004 and during that time he has worked on numerous show home projects for Millgate Homes. These have ranged from apartments through to larger detached family houses. Andrew has an incisive understanding of the new homes industry and importantly the Millgate brand and product. He always accurately interprets our brief and injects enthusiasm and passion into each and every project. This, combined with strong attention to detail from concept to installation, always ensures that our product is presented to its very best to our target audience,” comments Mandie Whelan, Senior Sales Manager, Millgate Homes.

Andrew says, “I believe there are few bigger single investments for people than the purchase of a new home and no better way of selling a lifestyle than through showcasing the product to enhance all its attributes. We even research competitor projects in the area to ensure a thorough analysis of the market. So whether targeting first time buyers, down-sizers or young professionals, Andrew Henry Interiors will indulge the lifestyle aspirations of potential purchasers whilst keeping a keen eye on our client’s very real sales targets.”

Andrew concludes, “The show home has failed if it doesn’t generate sales. We want to create a desire to buy and to leave the potential purchaser excited and inspired.”

Andrew Henry Interiors can be contacted on 01179 373511. Alternatively visit [www.andrewhenry.co.uk](http://www.andrewhenry.co.uk)