

Elderton Homes 'Made The Right Move' unveiling its new contemporary look

Renowned as one of New South Wales leading home builders, Elderton Homes today unveiled its fresh new look ahead of its upcoming tenth birthday in 2019, moving its operational lens even closer in on its customer-focused roots, set to engage a new generation of home buyers whilst re-energising existing customers.

The announcement introduces new contemporary branding across all the Elderton Homes assets from logo and website, to uniforms and motor vehicles, yet still captures the essence of the Elderton Homes brand which represents trust, honesty, transparency, quality and support, delivering the highest quality homes at the best value for money.

For years, Elderton Homes has enjoyed bringing a fresh approach to the New Home market within metropolitan Sydney, Illawarra, the Central Coast and Hunter regions, and its new branding is very much a reflection of this.

The new tagline 'Made The Right Move' compliments these values and representations, as it takes you through a journey of why the customer has 'Made The Right Move', and how the outside world comes to recognise, believe and value what Elderton Homes as an organisation does.

"Elderton Homes has always been built on relationships – with customers, suppliers, contractors, developers, agents, and municipalities, as well as colleagues. This evolution of our brand aligns with our heritage of offering an exceptional customer-first experience to more than 800 first home buyers, couples, families and downsizers. It's a bold, inspiring and positive new visual identity that captures the essence of who we are for both present and future home buyers, and refocuses our core values that distinguish us from other home builders" said Richard Whitehead, Managing Director & Founder, Elderton Homes.

Elderton Homes General Manager of Sales & Marketing John Castellano furthered Mr Whitehead's comments by saying "We took a very customer centric approach to the design and messaging, which reflects the customer journey of discovering and purchasing or rebuilding a new home in line with our brand values, whilst still giving us an edge. A number of these improvements were made as a result of extensive research that was undertaken, which provided valuable feedback, so we are sure that the new look will be as inspiring as it is memorable".

Discover the new look Elderton Homes today via www.eldertonhomes.com.au

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