

THE
PERSPECTIVE
GROUP

PROPERTY
PERSPECTIVE

MORTGAGE
PERSPECTIVE

NEW HOMES
PERSPECTIVE

PERSPECTIVE
PURCHASE

Introducing The Perspective Group

Connecting Housebuilders and Homeowners, Nationwide.

The Perspective Group is a forward-thinking group of specialist companies delivering a comprehensive range of services, connecting Housebuilders and homeowners across the UK.

Founded in 2008 by **John Jarvis, Group Managing Director**, who brings over **40 years** of experience in Housebuilding including senior roles as Sales Director and Managing Director, the Group is led by a skilled leadership team with deep industry knowledge.

The Perspective Group delivers **innovative, practical solutions** with a strong focus on expertise, attention to detail, and an **unwavering commitment to excellence**.

The Perspective Group

Connecting Housebuilders and Homeowners, Nationwide.

PROPERTY PERSPECTIVE

Facilitating the sale of New Build homes through complete Part Exchange and Assisted Move solutions.

MORTGAGE PERSPECTIVE

Expert mortgage advice and access to competitive products, tailored specifically for New Build customers.

NEW HOMES PERSPECTIVE

A comprehensive range of services from early-stage land and marketing reports to managing all aspects of New Build sales.

PERSPECTIVE PURCHASE

A flexible, fast, and reliable home selling solution that gives customers the confidence to commit to their new home.

Welcome from John Jarvis

Group Managing Director



Having spent years within the Housebuilding industry, John knows firsthand the pressures and priorities Housebuilders face because he has been in their shoes. It is this experience which shapes each service The Perspective Group offers, combined with speed and insight that Housebuilders genuinely value.

"With a career spanning more than four decades in the Housebuilding industry at Director and Managing Director level, I have been privileged to witness first-hand the evolving needs of Housebuilders and customers alike. Property Perspective was founded in 2008, and with the launch of Mortgage Perspective in 2024, I am delighted The Perspective Group now provides a comprehensive range of tailored services to support National and Regional Housebuilders and individual homeowners."

The Complete Part Exchange and Assisted Move Solution, Nationwide

PROPERTY
PERSPECTIVE

Property Perspective is a **trusted partner** of National and Regional Housebuilders driving New Home sales through Part Exchange and Assisted Move schemes. The **comprehensive service** covers everything from initial valuation to legal completion.

Property Perspective benefits from a **nationwide team of in-house Valuers** ensuring faster turnaround times, consistency in valuations, and strong relationships with Housebuilder clients. Specialising in these services, the valuation team enhances the customer experience, resulting in **improved conversion rates** from application to instruction.

The homebuying journey is **tailored** to Housebuilder clients and their customers, from **bespoke marketing materials** and personalised literature, to proactive and experienced support throughout from a **dedicated Account Manager** and their team.



Trusted for Every Mortgage. Experts in New Build

Mortgage Perspective is a valued partner of National and Regional Housebuilders, offering expert **New Build mortgage advice** service designed to guide customers from initial enquiry to successful completion. Mortgage Perspective helps Housebuilders **secure sales faster** while enhancing the customer experience.

The team of expert New Build Mortgage Advisors work seamlessly with Housebuilders' sales team to provide clear, **personalised guidance** to each customer. Assisting first-time buyers or experienced movers needing specialist products, Mortgage Perspective ensures every customer is matched with the **right mortgage solution**.

Mortgage Perspective offers a comprehensive suite of advisory services to **support New Build customers** throughout their financial journey.

- Life Insurance
- Income Protection
- Critical Illness Cover
- Building & Contents Insurance



Land, Marketing, and Sales Expertise, Trusted by Housebuilders Nationwide

NEW HOMES
PERSPECTIVE

New Homes Perspective provide **industry-leading solutions** with a comprehensive range of services that support every stage of development allowing Housebuilders **focus on building quality New Build homes**.

Creating thorough land and marketing reports takes time, resources, and a deep understanding of the market. Working **efficiently and accurately**, New Homes Perspective deliver the insights Housebuilders need to make confident, well-informed decisions.

Outsourced, In-House Expertise: Acting as a dedicated sales and marketing team, New Homes Perspective manages every stage from **prelaunch to final purchase**.

New Homes Perspective understands the pace, pressures, and priorities and are proud to be a **trusted, experienced, and proactive** partner, delivering flexible, **results-driven solutions**, from acquisition to final sale.



A Flexible Home Selling Solution for Your Customers

PERSPECTIVE
PURCHASE

Perspective Purchase offers a **fast, fee-free** home selling solution, specifically designed to remove obstacles and **accelerate the sales** process for customers with a property to sell.

Offering a **reliable route to sale**, it enables homeowners to move forward quickly and with **complete confidence**. Unlike traditional Part Exchange or Assisted Move schemes, Perspective Purchase will consider properties that fall outside standard criteria, offering **greater flexibility** for both customers and Housebuilders.

With the benefit of an experienced in-house valuation team, Perspective Purchase combines **speed with adaptability**, making an offer within five working days. The team works swiftly and transparently, supporting Housebuilders and their customers nationwide to achieve **smooth, successful completions**.

The Perspective Group

Trusted Partner for Housebuilders



A wide range of National and Regional Housebuilders trust The Perspective Group to deliver **seamless, personalised services**.

With over a century of combined experience, The Perspective Group understands the challenges Housebuilders face and is **uniquely placed** to support New Build sales.

Support is available **seven days a week** to ensure opportunities are never missed and momentum is maintained throughout every stage of the sales process.

The team's approach is shaped by **innovation, professionalism, and a genuine commitment to excellence**.

Introducing the Executive Team

At the heart of The Perspective Group is an Executive Team with a **wealth of experience** in Housebuilding, property, and customer service. Together, they bring the expertise, insight, and dedication needed to deliver **outstanding results** for Housebuilders nationwide.

Led by John Jarvis, whose market knowledge and **strategic vision** shape The Perspective Group's direction, the Executive Team continues to inspire a culture where **precision, professionalism, and client relationships** remain at the centre of operations.

Supporting John is a talented Executive Team of **industry professionals**, each with a proven track record in their field. Their combined skills ensure unique services that are **proactive, precise, and committed** to facilitating every New Build sale from start to finish.

The Executive Team shares a clear goal: to exceed expectations, build strong relationships, and deliver results that make a lasting difference for Housebuilder clients.



John Jarvis

Group Managing Director



Ros Day

Client Relationship Director



Karen Rasmussen

Operations Director



Rob Panayiotou

Sales Director –
Mortgage Perspective



Paul Leighton

Head of Valuations



Rebecca Drinkwater

Head of Sales

The Perspective Group

HEAD OFFICE

Garden Place, Victoria Street, Altrincham
WA14 1ET

T: 0161 929 3743

enquiries@theperspectivegroup.co.uk

www.theperspectivegroup.co.uk