

House builder to be represented by specialist PR company

Independent Scottish housebuilder, Allanwater Homes, is the latest construction company to join the growing portfolio of property-focused PR agency, Building Relations.

The specialist PR agency, which has offices across the UK including Edinburgh, London and Surrey, already has an impressive roll call of internationally recognised names such as Dandara and Barratt Homes, as well luxury heritage builders City & Country, and AMA Homes in Edinburgh. Until now, PR for the Bridge of Allan based developer has been handled by Clare Graham of Advantage PR Ltd – but moved after Clare merged the property side of her business with Building Relations.

With developments in Alloa and Chryston near Glasgow, Allanwater Homes will benefit from a range of services offered by Building Relations, including video, podcasts, social media and the guidance of a dedicated Sustainability Team.

This development marks the start of an exciting new chapter for all three companies.

Rachel Colgan, Founder and Managing Partner at Building Relations said: “Allanwater Homes is a reputable housebuilder in Scotland with a strong reputation for building quality and

energy efficient homes in desirable locations. We look forward to helping them to raise their profile and support sales through our network of property media and digital skills.

“Since our arrival in Edinburgh three years ago, our presence is continuing to grow in Scotland as we support more Scottish housebuilders, property companies and agents with PR.”

Clare Graham will continue to take a lead role in the Allanwater Homes account, using her 21 years’ experience in the sector, working alongside the Building Relations team to raise the company’s profile, promote the launch of its forthcoming Carluke and Glenrothes developments as well as handle its corporate PR. Clare will also be working alongside the Edinburgh team on a number of exciting new business projects.

Clare Graham of Advantage PR Ltd, said: “I am incredibly excited to join the team at Building Relations, bringing Allanwater Homes with me, who are delighted to see me take this step. I am now in the ideal environment where my many years of experience in the housebuilding & construction sector, can be brought to bear. I have years of contacts and connections to share with this committed team. Their passion, and level of knowledge in areas such as environmental and social impact, has really impressed me.

“The Scottish Construction sector is extremely fortunate to have Building Relations PR establish in Scotland – they really are bringing a fresh and highly skilled approach.”

Director of Allanwater Homes, Jim Baxter, said: “We have always valued our PR enormously- it’s an essential marketing tool in today’s digital world, building connections, and building our brand. We look forward to reaping the benefits of this new arrangement between Clare and the Building Relations Team – we are in very good hands.”

<https://www.allanwaterhomes.co.uk>

www.building-relations.co.uk/

Picture shows: Left to right: Clare Graham, Jim Baxter (Allanwater Homes) and Rachel Colgan, (Managing Director of Building Relations PR)

