



**Lissett**  
Homes

# LISSETT by LINDA



bespoke luxury lodges  
exclusively designed by Linda Barker

'Lissett by Linda' is a bespoke design package available to park owners or the private customers of Lissett Homes. This exclusive collaboration between Lissett and TV designer Linda Barker provides a creative and marketing opportunity that is guaranteed to be unique and compelling in the holiday lodge market.



"Time has never been more precious to people - especially their leisure time. Everyone wants their holiday to be a special occasion, and everyone wants their holiday home to be a world apart from normal life. We all want to feel like glamorous VIPs when we are away - and great design is the quickest, most certain way to transform any lodge into a luxury."

*Linda Barker*

# LISSETT by LINDA

For home owners it means a one to one consultation with Linda Barker and an end to end design service (supervised by her) that guarantees a totally unique and bespoke look for their Lissett lodge. A 'designer home' that reflects the exact tastes and requirements of each customer and guarantees them an unparalleled 'premium' end result - the most prestigious lodge on the park.

For park owners, the service not only provides high profile, prestigious properties (with significantly better sale prices or rental yields) it also gives them a totally new marketing platform from which to launch these additions to their business - a marketing campaign and launch event supported by Linda herself.



**It has long been recognised that if you want the best built lodge in this industry you go to Lissett. Now, that service has become even more sophisticated and even more in tune with how the holiday parks market is evolving.**

**Here's how it works...**

## HOME OWNERS

When you commission your Lissett home you will be given the opportunity to upgrade to a 'Lissett by Linda' premier design service. Once you have opted for this you will be contacted by Linda herself for a detailed chat about how you want to use your new home, how you want it to look, how you want it to feel, how you want it to function, and what kind of budget you have in mind for the decoration and furnishing process. From this conversation Linda will provide visual mood boards to show you her ideas, and ultimately you will spend a day with Linda in the Lissett Design Studio, going through all your options in detail - with hundreds of samples to help you choose everything with complete confidence. Finally, on delivery, you will get a certificate of authentication from Lissett confirming that you have a 'Lissett by Linda' original design - a guarantee of technical and aesthetic quality that will add value to your investment when it's eventually time to sell or part exchange.

## PARK OWNERS

Linda will work with you on a design consultation process, taking into account the specific needs of your location and your customers, to create a compelling and desirable 'Lissett by Linda' lodge. From this initial show home you can either request more lodges of exactly the same design, or you can use the first lodge as a demonstration of what the 'Lissett by Linda' service can achieve, and then offer your most discerning new customers the exclusive opportunity to have their own lodge bespoke designed by Linda Barker.

Beyond the design service itself, park owners can also choose to capitalise on their 'Lissett by Linda' arrangement by adding a choice of marketing packages to the deal. These promotional and PR opportunities range from professional images and editorial content for your print and online activity, right up to formal launch events and open days at your park, hosted by Linda herself.



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‘Lissett by Linda’ is the natural next step for a company already well established as the technical experts in their market.  
The best lodges you can buy, just got that bit better...

“The holiday park business is now changing faster than ever, and the move is undoubtedly from quantity to quality. However, it’s a big noisy industry - and that makes it harder and harder for new ideas to get heard. Our ‘Lissett by Linda’ production and promotion service is designed to help you get the very best lodges available, and then make sure everyone knows you have them.”

**JUSTIN BEHARRELL**

Owner and Managing Director of Lissett Homes



Contact Lissett Homes now for  
your own Linda Barker lodge.

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