



Building Connections – Join the winning team

Every year, more than 20,000 people in the UK build their own home, spending an average of £70,000 on materials alone. In a market that is predicted to grow faster than the traditional housing market over the next five years, that is very good news for builders merchants.

Why not then join Building Connections, the joint venture between Unimer and BuildStore, the UK's leading supplier of services to the self-build and home renovation market, and gain access to real, qualified sales leads.

The future is bright – the future is self-build

In a relatively short time, BuildStore has transformed the self-build market for consumers with a range of innovative products and services focussed on the National Self Build & Renovation Centre in Swindon and the provision of innovative finance mortgage facilities.

The aim of the Unimer/BuildStore partnership is to facilitate the connection of self builders and major renovators to merchants and suppliers. BuildStore Connections will do just that creating a national supply chain network within a common market place. Merchants that join BuildStore Connections will gain access to genuine consumers with real projects, supported by approved finance.

Building Connections for Merchant Partners

Simply by becoming a Merchant Partner, you can identify the self-build and renovating customers in your area (typically within a 15 mile radius of your branch), and discover what stage they are at with their build project. Many of them are holders of BuildStore's TradeCard, and as such are already primed and ready to buy materials.

Countless benefits

Here are some of the benefits you will enjoy:

- Access to qualified order-ready customers in your area (many with finance already in place)
- Increased and targeted sales opportunities of materials (full details of customers project available)
- Improved links with BuildStore Connections suppliers and scope to extend your product range
- Sales leads passed on from the BuildStore Unimer supplier network
- On-line access to the TradeLink customer register
- Increased footfall and walk-in trade
- Access to the BuildStore visitor centre for meetings and seminars

Join the winning team

To find out more about joining BuildStore Connections, please contact the:

BuildStore team on 0845 223 4646 or visit www.buildstoreconnections.co.uk

This is a fantastic opportunity for Unimer's merchant members to maximise their exposure to the growing self build market and to secure quality business leads in the market sector.