

## FOCUS ON: CRAFT HOMES ONLINE

ADVERTORIAL

# New beginnings and a fresh approach

*We can all do with some good news, especially the property industry. Craft Homes' Springwood represents a ray of sunshine*

WORDS AND PHOTOS: SUPPLIED

For Craft Homes and many nervous home buyers, Springwood comes at exactly the right time.

The latest of Craft Homes' online launches, this development offers an abundance of features and exceptional value. From their location in the charming Johannesburg suburb of Craigavon to their wide appeal to many life stages, the new duplex homes at Springwood hit the sweet spot.

### DIGITAL SHIFT

The Covid-19 "era of confinement" has pushed many businesses to make a digital shift, and Craft Homes has been one of the leading residential players to embrace this rapidly. With multiple launches in the pipeline for 2020, including The Woods in Kyalami, Highbridge in Bryanston and Springwood in

Craigavon, Craft Homes has opted to click play instead of pause. Its innovative new website gives buyers the opportunity to explore, reserve and buy homes online easily.

Marketing manager Jessica Cabanita explains Craft Homes' approach: "The safety of our buyers and our staff was always our main concern, so we knew an interactive digital experience was the way to go. The lockdown forced us to adapt quickly and we have tried to offer our clients a similar experience to that of our traditional on-site launches."

### HIGH QUALITY

Springwood launched on Thursday May 14, 2020, and already has 14 confirmed new homeowners, none of whom have set foot on the physical premises. And with only 50 homes

available, these three-bedroom, two-and-a-half-bathroom homes might just sell out before President Cyril Ramaphosa can say "Lockdown Level 1". With a starting price of only R1.699m for a freestanding 150m<sup>2</sup> unit in the larger Fourways node, it is a great offering.

The development caters for several life stages, from growing families to couples looking to scale up or down. Amenities include private pet-friendly gardens, double garages and high-quality interiors and finishes.

The Craft Homes website has been abuzz with

activity as many visitors browse the development and connect with sales agents via Zoom, WhatsApp and Skype.

The success of Springwood's launch, along with those of Highbridge and The Woods, comes down to the ease of the online experience, the innovative approach to each development and the credibility of Craft Homes as it enters its 26th year of selling quality homes in SA. The year 2020 might not be one many businesses want to repeat, but Craft Homes has set an example of how to tackle a challenge head-on.



### GET IN TOUCH

To book an online appointment with one of our sales executives or to buy online, go to [www.crafthomes.co.za/springwood](http://www.crafthomes.co.za/springwood). For a tutorial on purchasing online, visit <https://www.youtube.com/watch?v=Lwq6NFIREaw>.