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Housing association-owned shared ownership firm appoints new head of partnerships

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A shared ownership sales agency owned by Metropolitan Thames Valley has appointed a new head of partnerships.



Mark Porter joins SO Resi Partnerships as head of partnerships (picture: SO Resi Partnerships)

Mark Porter will be responsible for leading the national expansion of SO Resi Partnerships, which was established in January.

He joins the organisation from for-profit social housing provider Heylo Housing, where he spent four years managing the firm's Your Home product, which allows people to buy a shared ownership home that is not a new build.

Since its launch at the start of this year, SO Resi Partnerships has worked with a number of partners, including Croydon Council's Brick by Brick, Tonic Housing and for-profit provider ReSI.

SO Resi Partnerships acts a consultant for its clients and has created compliance and governance procedures, assisted with resales and pricing for new schemes, and provided full analytical market research.

The team has also devised and implemented full sales and marketing strategies for shared ownership schemes.

Mr Porter said: "I have seen first-hand the impact that shared ownership has in enabling people to get onto the property ladder, and I am looking forward to getting stuck into expanding So Resi Partnerships and opening up the doors to homeownership at a national level."