

LONDON *Home Show*



EVENT GUIDE



SUPPORTED BY
MAYOR OF LONDON

WELCOME

LONDON *Home Show*

The London Home Show, supported by the Mayor of London, is hosted by the country's leading property portal dedicated to affordable homeownership and buying schemes, **Share to Buy**. This exhibition was created to bring budding buyers face-to-face with the capital's biggest providers of the homes and services designed for them – no matter what stage they're at on their journey.

Over a decade of helping buyers

With the property landscape across the UK having changed significantly in recent years, presenting many challenges for prospective owners, it has never been more important for budding buyers to understand the housing options available to them.

While London's housing crisis has led to a generation of aspiring homeowners feeling priced out of the capital, affordable housing schemes have already helped thousands onto the property ladder and could be the best option for you too.

Today we have **36 exhibitors** on hand to talk to you about thousands of properties on offer across the capital and the commuter belt – available through Shared Ownership, Discount Market Sale, London Living Rent and several other options – as well as experts from the financial and legal sectors. We're also hosting live talks and expert sessions throughout the day, so you can learn everything you need to know about the buying process under one roof.

A word from today's hosts

At Share to Buy, we're passionate about helping hopeful homeowners learn more about the buying options available to them – and connect with the people who can help make it happen.

Our website – **sharetobuy.com** – remains the country's leading property portal for affordable homeownership, offering everything from property listings and housing guides to budget calculators and expert advice. Whether you're just starting your search or ready to make your move, we're here to support you every step of the way.

But we also know that buying a home isn't just about browsing online – it's about asking questions, meeting experts and feeling confident in your decisions.

That's why we launched **Share to Buy Live**: our brand-new events

platform designed to bring home-buying support to life, both online and in person. Events like the London Home Show can offer guidance and clarity for budding buyers, bringing them together with the providers who are trying to help them onto the property ladder.

“ We would like to thank you for joining us today, and we're excited to help you find your space! **”**

Nick Lieb
Chief Operations Officer,
Share to Buy



Introducing...

SHARE

TO BUY

Live



Your space for home-buying events, expert guidance and real-life inspiration.

Whether you're just starting to explore your options or ready to take the next step, Share to Buy Live is here to help you on your journey to affordable homeownership.

As the new events platform from Share to Buy, we bring together flagship home shows, regional roadshows, webinars, panels and workshops – giving buyers across the country direct access to the support they need, in person and online.

With Share to Buy Live, you can:

- Discover the latest affordable homes available in your area.
- Learn about schemes like Shared Ownership, Rent to Buy and more.
- Get practical advice from mortgage brokers, solicitors and housing providers.
- Ask your questions in a supportive, pressure-free space.
- Explore helpful tools, expert insights and step-by-step guides.

Whether you're a first time buyer, second stepper, growing family or downsizer, Share to Buy Live is built with you in mind.

Planning your day



You can make the most of your time at the London Home Show by planning which exhibitors you would like to speak with. The main exhibition space is on the 3rd floor in the Britten, Fleming and Whittle Rooms. For help navigating today's event, check out the **exhibitor information and floor plan on pages 5-8** of this Event Guide.

Meet our exhibitors



Speak with our housing providers to learn more about hundreds of available and upcoming developments. Explore where providers are currently selling homes **on pages 9-10**.

Our financial experts are on hand to discuss the mortgage process and help you understand how your circumstances may affect the amount you can borrow. You can also chat with our legal firms who can guide you through the conveyancing process and legal considerations associated with buying a home.

Attend live talks



We have live sessions running throughout the day, from Q&As with housing experts to affordability workshops. You can find more **information and the full schedule on pages 11-14**.

Session registration is available via the app. Scan the QR code on your lanyard to download.

Where journeys to homeownership begin

From curious to confident: Hear from the people who have been where you are.

“

It was just so great to have a one-on-one conversation with someone. It really helped me clear up, okay, this is what my option is, this is how much I can afford potentially in London.

”

“

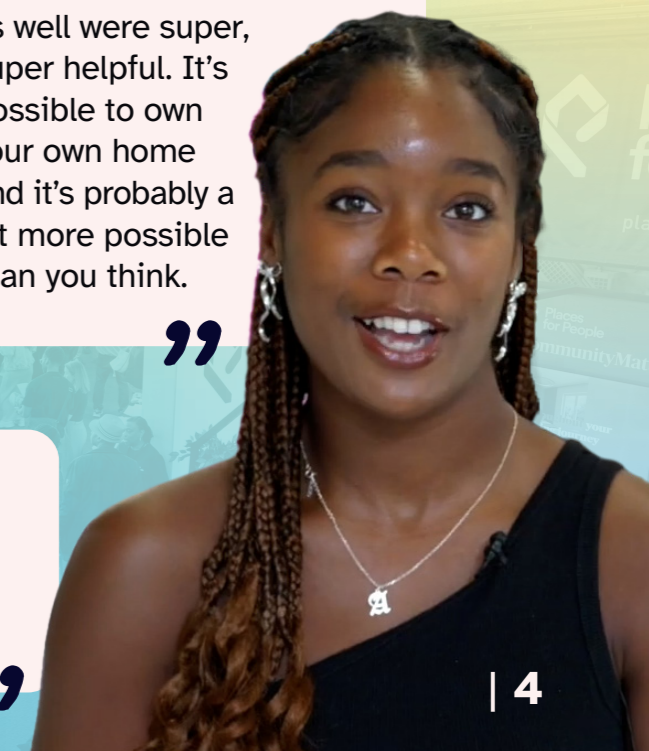
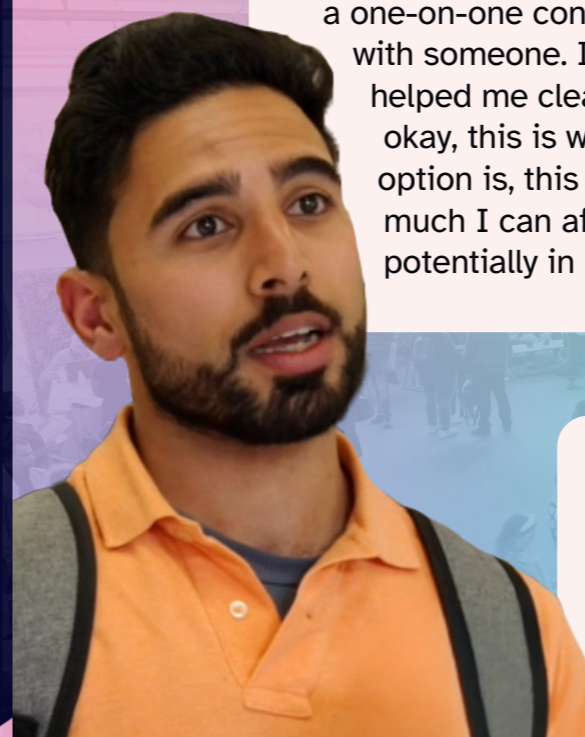
I think the talks on offer as well were super, super helpful. It's possible to own your own home and it's probably a lot more possible than you think.

”

“

It breaks down the process a lot easier than a bunch of Google tabs would do.

”



Exhibitor information

Key



Homes for sale



Financial advice



Legal advice



Other advice

The Britten

The Fleming

Stand no.	Exhibitor	Talk to them about...
1	Share to Buy	Property portal and home-buying resource
2	Places for People	Shared Ownership (new-build) Shared Equity Private Sale
3	Square Roots	Shared Ownership (new-build)
4	Southern Housing New Homes	Shared Ownership (new-build) Shared Ownership (resales) London Living Rent
5	Sovereign Network Group (SNG)	Shared Ownership (new-build) Shared Ownership (resales)
6	Peabody New Homes	Shared Ownership (new-build) Shared Ownership (resales) London Living Rent Private Sale
7	SO Resi	Shared Ownership (new-build) Shared Ownership (resales) Rent to Buy London Living Rent
8	L&Q	Shared Ownership (new-build) Shared Ownership (resales) Deposit Unlock Rent to Buy London Living Rent Intermediate Rent Private Sale
9	NHG Homes	Shared Ownership (new-build) Shared Ownership (resales) Private Sale
10	L&G Affordable Homes	Shared Ownership (new-build) Shared Ownership (resales)
11	Guinness Homes	Shared Ownership (new-build) Private Sale
12	PCS Legal	Legal advice (the conveyancing process)
13	Keaze	Shared Ownership (new-build) Shared Ownership (resale) Private Sale
14	Owen Paulo Legal	Legal advice (Shared Ownership resales and staircasing)
15	Regenta	Shared Ownership (new-build) Discount Market Sale Older Persons Shared Ownership Private Sale
16	Pocket Living	Discount Market Sale Private Sale
17	Humphreys & Co. Solicitors	Legal advice (the conveyancing process)
18	Connells Group	Shared Ownership (new-build) Private Sale
19	Shared Direction Conveyancing	Legal advice (the conveyancing process)

The Fleming

The Whittle

Stand no.	Exhibitor	Talk to them about...
20	Riverside	Shared Ownership (new-build) Private Sale
21	Norman H Barnett & Co	Legal advice (the conveyancing process)
22	Red Loft	Shared Ownership (new-build) Shared Ownership (resales) London Living Rent Private Sale
23	Alexander JLO	Legal advice (the conveyancing process)
24	First Time Buyer Magazine	Publication for budding buyers
25	Talbots Law	Legal advice (the conveyancing process)
26	Homebound	Home furniture rental providers
27	Home Inspiration Stage	Property showcases across London and beyond
28	Dutton Gregory	Legal advice (the conveyancing process)
29	Abri Homes	Shared Ownership (new-build) Shared Ownership (resales) Older Persons Shared Ownership
30	Mortgage Advice Bureau	Financial advice (the mortgage process)
31	Mortgages 2.0	Financial advice (the mortgage process)
32	Just Mortgages	Financial advice (the mortgage process)
33	TMP The Mortgage People Ltd	Financial advice (the mortgage process)
34	Active Mortgages	Financial advice (the mortgage process)
35	The Right Broker	Financial advice (the mortgage process)
36	Censeo Financial	Financial advice (the mortgage process)
37	Tembo	Financial advice (the mortgage process)
38	Information	Event help and information

Exhibition floor plan

Key

- Homes for sale
- Financial advice
- Legal advice
- Other advice

FE - Fire escape

The Britten

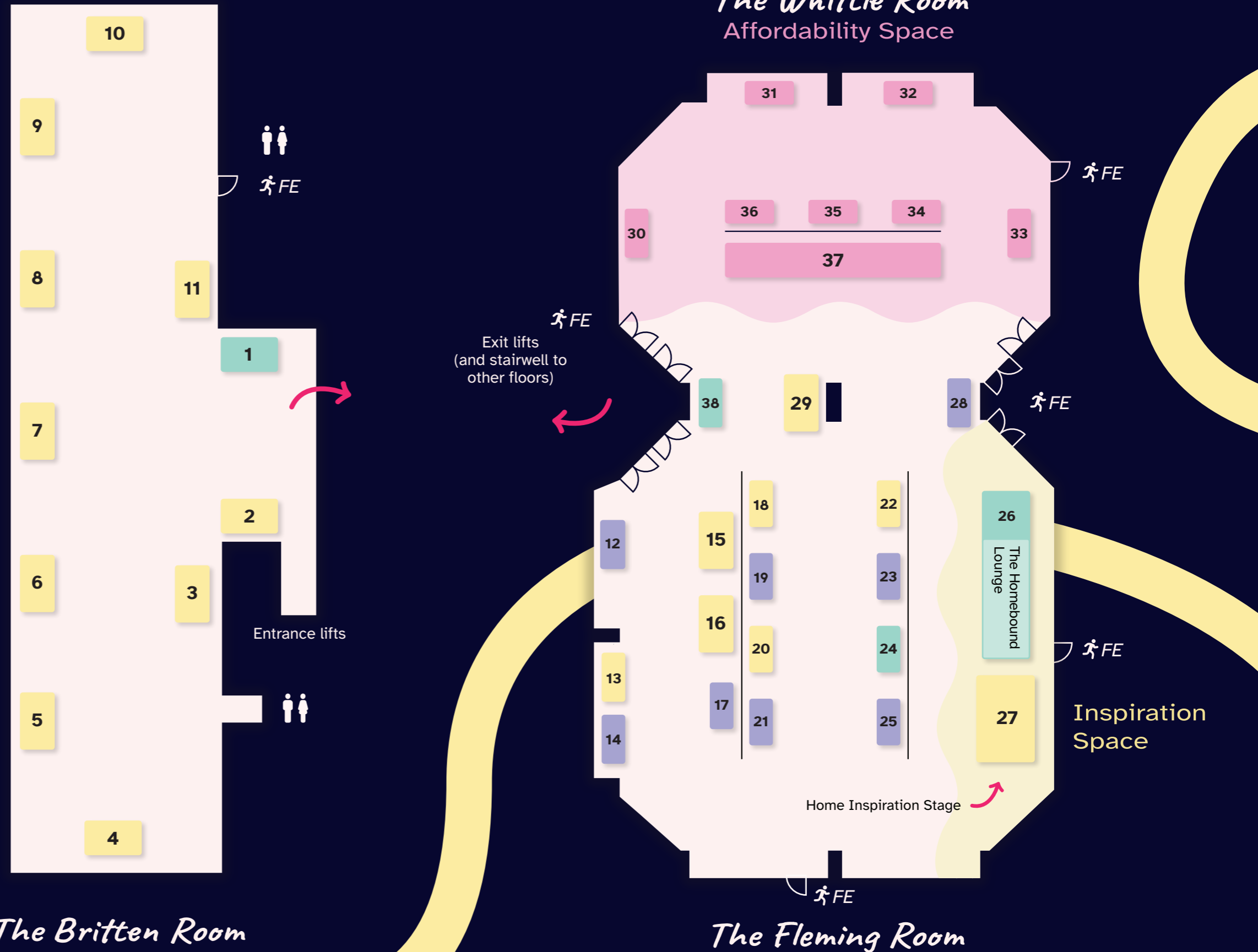
- | | |
|----------------------------------|--------------------------|
| 1. Share to Buy | 6. Peabody New Homes |
| 2. Places for People | 7. SO Resi |
| 3. Square Roots | 8. L&Q |
| 4. Southern Housing New Homes | 9. NHG Homes |
| 5. Sovereign Network Group (SNG) | 10. L&G Affordable Homes |
| | 11. Guinness Homes |

The Fleming

- | | |
|-----------------------------------|-------------------------------|
| 12. PCS Legal | 21. Norman H Barnett & Co |
| 13. Keaze | 22. Red Loft |
| 14. Owen Paulo Legal | 23. Alexander JLO |
| 15. Regenta | 24. First Time Buyer Magazine |
| 16. Pocket Living | 25. Talbots Law |
| 17. Humphreys & Co. Solicitors | 26. Homebound |
| 18. Connells Group | 27. Home Inspiration Stage |
| 19. Shared Direction Conveyancing | 28. Dutton Gregory |
| 20. Riverside | 29. Abri Homes |

The Whittle

- | | |
|---------------------------------|----------------------|
| 30. Mortgage Advice Bureau | 34. Active Mortgages |
| 31. Mortgages 2.0 | 35. The Right Broker |
| 32. Just Mortgages | 36. Censeo Financial |
| 33. TMP The Mortgage People Ltd | 37. Tembo |
| | 38. Information |



Homes across London and beyond

Barking & Dagenham	L&Q Peabody New Homes Regenta
Barnet	L&Q NHG Homes Peabody New Homes Pocket Living Red Loft Regenta Riverside Sovereign Network Group (SNG) SO Resi Square Roots
Bexley	L&Q Regenta
Brent	Abri Homes Guinness Homes L&Q Places for People Red Loft Sovereign Network Group (SNG) SO Resi
Bromley	Guinness Homes Keaze
Camden	Abri Homes Keaze Riverside
City of London	Peabody New Homes
Croydon	Connells Group Keaze NHG Homes Pocket Living Regenta Southern Housing New Homes
Ealing	Abri Homes Guinness Homes Keaze L&Q Peabody New Homes Red Loft Regenta Sovereign Network Group (SNG) SO Resi Southern Housing New Homes
Enfield	Connells Group Regenta SO Resi
Greenwich	L&Q NHG Homes
Hackney	Connells Group NHG Homes Red Loft Regenta Southern Housing New Homes
Hammersmith & Fulham	Abri Homes Keaze L&G Affordable Homes Peabody New Homes Regenta SO Resi
Haringey	L&Q Peabody New Homes
Harrow	Abri Homes Connells Group Guinness Homes L&Q Pocket Living
Havering	Keaze Regenta
Hillingdon	Guinness Homes
Hounslow	Abri Homes Keaze NHG Homes Red Loft Regenta
Islington	Peabody New Homes
Kensington & Chelsea	Abri Homes Peabody New Homes
Kingston-upon-Thames	Square Roots

Lambeth	Keaze SO Resi
Lewisham	Connells Group Keaze Peabody New Homes Red Loft Regenta Square Roots
Merton	Peabody New Homes
Newham	Guinness Homes Keaze L&G Affordable Homes NHG Homes Places for People Regenta Riverside Sovereign Network Group (SNG)
Southwark	Keaze L&Q NHG Homes Peabody New Homes Red Loft Regenta SO Resi Southern Housing New Homes
Tower Hamlets	Guinness Homes Keaze L&G Affordable Homes NHG Homes Places for People Red Loft Regenta Riverside Southern Housing New Homes
Waltham Forest	Keaze Pocket Living Regenta Riverside
Wandsworth	Abri Homes Keaze Peabody New Homes Red Loft SO Resi Southern Housing New Homes
Westminster	Abri Homes Keaze Peabody New Homes
Bedfordshire	L&Q Places for People
Berkshire	Abri Homes Connells Group Keaze L&G Affordable Homes L&Q Places for People Sovereign Network Group (SNG)
Buckinghamshire	Abri Homes Keaze Places for People
Cambridgeshire	Keaze L&Q Places for People Regenta
Essex	Connells Group Guinness Homes L&G Affordable Homes Places for People Regenta
Hampshire	Abri Homes Connells Group Keaze L&G Affordable Homes Places for People Sovereign Network Group (SNG)
Hertfordshire	Keaze Places for People
Kent	Keaze L&G Affordable Homes Places for People Red Loft Regenta Riverside
Oxfordshire	Abri Homes L&G Affordable Homes Peabody New Homes Places for People Sovereign Network Group (SNG)
Surrey	Abri Homes Connells Group Keaze L&G Affordable Homes Places for People Southern Housing New Homes
Sussex	Abri Homes L&G Affordable Homes Places for People Regenta Southern Housing New Homes

Sessions & Talks

See schedule on next page 

Discover your path to homeownership with the help of today's exclusive live talks led by housing experts, financial specialists and legal firms.


You can book your place at sessions and talks in the **St James Room** and **Westminster Room** on the **Share to Buy Live app**; scan the QR code on your lanyard to download. Sessions on the **Home Inspiration Stage** are drop-in only and do not require registration. Please note that spaces for each session are limited and available on a first-come, first-served basis.


FLEMING ROOM (HOME INSPIRATION STAGE, STAND 27):


Regional showcases:


Explore a range of new-build homes across the capital and beyond in these drop-in showcases. Each session focuses on a specific area, including **North, South, East and West London, plus locations outside the capital**. Hear directly from housing providers about what's available and find options to suit your needs.




NORTH:
Find your space in North London
- *New homes showcase*  10.45am

SOUTH:
Find your space in South London
- *New homes showcase*  12.00pm

EAST:
Find your space in East London
- *New homes showcase*  1.15pm

WEST:
Find your space in West London
- *New homes showcase*  2.30pm

THE HOME COUNTIES:
Find your space in the Home Counties
- *New homes showcase*  3.45pm

ST JAMES ROOM:

ASK THE EXPERTS PANEL: From offer to ownership: A financial and legal guide

These new sessions explore the 'nuts and bolts' of buying a property. A finance expert and legal specialist will guide you through budgeting, mortgages, contracts and completion. Designed for first time buyers, it offers clear, jargon-free insight to help you understand the process and make confident, informed decisions when buying a home.

 11am, 12pm, 2.10pm and 3.10pm

WESTMINSTER ROOM:


PLACES FOR PEOPLE: Breaking the renting cycle

Join Places for People as they explain Shared Ownership and explore why this is the modern route to buying a home.

 11am

TEMBO: How to boost your budget and buy sooner

Buying a home has never been harder. However, there's more innovation than ever before to help you get there. In this session, affordability specialists Tembo will take you through the ways you can make home happen sooner by boosting your affordability or deposit.

 11.45am

MORTGAGE ADVICE BUREAU: Financial fitness

Dreaming of buying your first home, but unsure where to begin? This seminar is your expert guide to understanding mortgages and the entire home-buying journey. We'll cut through the jargon and myths, giving you the confidence to step onto the property ladder with ease.

 12.45pm

DAN KNOTT, MORTGAGE ADVISOR: Let's Buy a Home Podcast: LIVE

 1.45pm

Dreaming of owning a home but not sure where to start? What should be an exciting milestone is often clouded by jargon and information overload - but it doesn't have to be. The Let's Buy a Home podcast breaks down the journey into simple, honest and practical guidance. From getting a mortgage to making your house a home. In this live conversation, you'll hear from experts across the home-buying process, giving you the insight and information you need to buy with confidence.

PEABODY NEW HOMES: Do you really understand Shared Ownership?

Join us for an insightful session on Shared Ownership, where we'll explain how it works and uncover the truths behind this home-buying option. By the end of this myth-busting event, you'll have all the knowledge you need to begin your own journey towards homeownership through Shared Ownership.

 2.45pm

POCKET LIVING: 100% ownership, 20% discounted one bedroom homes in London

Join us to learn about Pocket Living's unique offering and how you can own 100% of your home at a discounted price.

 3.45pm

ASK THE EXPERTS PANEL: Shared Ownership next steps: Staircasing and resales

Interested in buying, or already living in, a Shared Ownership home? Experts from Sovereign Network Group (SNG) and Owen Paulo Legal explain how to buy more shares, sell your property, and navigate the process with confidence. This new session offers clear, practical guidance to help make Shared Ownership work for you long term.

 1.10pm

Sessions & Talks

← See session details on previous page

Please note that spaces for each session are limited and available on a first-come, first-served basis.

Fleming Room

Drop-in sessions, no ticket required

11 AM	10.45 AM Find your space in North London: <i>New homes showcase</i> 60 minutes Regional Showcase
12 PM	12.00 PM Find your space in South London: <i>New homes showcase</i> 60 minutes Regional Showcase
1 PM	1.15 PM Find your space in East London: <i>New homes showcase</i> 60 minutes Regional Showcase
2 PM	2.30 PM Find your space in West London: <i>New homes showcase</i> 60 minutes Regional Showcase
3 PM	3.45 PM Find your space in the Home Counties: <i>New homes showcase</i> 60 minutes Regional Showcase

Westminster Room

Register via the Share to Buy Live app

11 AM	11.00 AM Breaking the renting cycle 30 minutes Places for People
12 PM	11.45 AM How to boost your budget and buy sooner 30 minutes Tembo
1 PM	12.45 PM Financial fitness 30 minutes Mortgage Advice Bureau
2 PM	1.45 PM Let's Buy a Home Podcast: LIVE 45 minutes Dan Knott, Mortgage Advisor
3 PM	2.45 PM Do you really understand Shared Ownership? 30 minutes Peabody New Homes
4 PM	3.45 PM 100% ownership, 20% discounted one bedroom homes in London 30 minutes Pocket Living

St James Room

Register via the Share to Buy Live app

11 AM	11.00 AM From offer to ownership: A financial and legal guide 40 minutes Ask the Expert Panel
12 PM	12.00 PM From offer to ownership: A financial and legal guide 40 minutes Ask the Expert Panel
1 PM	1.10 PM Shared Ownership next steps: Staircasing and resales 40 minutes Ask the Expert Panel
2 PM	2.10 PM From offer to ownership: A financial and legal guide 40 minutes Ask the Expert Panel
3 PM	3.10 PM From offer to ownership: A financial and legal guide 40 minutes Ask the Expert Panel



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