

The logo for Perna Leisure Group is centered on a dark background with a red, wavy, dotted light effect. The word "PERNA" is written in a large, elegant, gold-colored serif font. The letter "R" is particularly stylized, with a large loop that extends downwards and then curves back up to the right. Below "PERNA", the words "LEISURE GROUP" are written in a smaller, gold-colored, all-caps sans-serif font, with a wide letter spacing.

PERNA
LEISURE GROUP

“Embracing the world of leisure and residential sales”

Prana Leisure Group is thrilled to collaborate with some of the UK's premier holiday park and residential park operators, including esteemed household names in the industry. However, our primary focus is on partnering with family-run businesses, eschewing the corporate giants in favor of those driven by passion and familial dedication.

We take immense pride in assisting family-run enterprises in achieving remarkable business milestones, particularly in terms of boosting sales and revenue growth. Take, for instance, a recent success story where we aided a family-run business that had only sold 5 lodges the previous year. Through our strategic interventions and expertise, we facilitated an additional £6.25 million in caravan and lodge sales, accompanied by substantial margin growth. By guiding this business through a rebranding process, they have now become one of the premier destinations in the UK.

At Prana, we leverage our decades of experience to elevate sales and marketing operations to the pinnacle of excellence, transforming businesses into industry leaders. We are eager to engage in a dialogue with you to explore how our expertise and tailored strategies can empower you to achieve extraordinary success. Let's embark on this journey together and unlock your business's full potential.

We are
Industry Experts With
30+ Years
Experience

The founder's of *Prana Leisure Group* share over 30+ years of combined leisure industry expertise. Together, they provide innovative insights into every aspect of the sector. With the collaboration of several specialist firms, Prana Leisure Group clients have privileged access to the full spectrum of leisure industry business needs.

- Experience across every department, from operations right down to business modelling.
- Land Acquisition and Development advice from industry-backed, first-hand knowledge.
- Hotel and restaurant ownership end-to-end business consultancy from an active leisure management team.
- Our sales experience & results are second to none having run some of the largest operations in the UK. Experience, Expertise, and a Smile – every step of the way.

When you invite Prana Leisure Group into your business, we take on board the position of trust and regard you are placing us in. We seek to honour that trust by providing a consistent, reliable, and often trend-setting approach to how we do business in the leisure sector. Prana are also able to fund acquisitions and joint ventures from **£100,000 to £100,000,000**. We are able to acquire with or without planning. We are able to fund full planning at risk, for more information, get in touch today.

Prana Leisure Group Services

Experience excellence in leisure and residential sales with Prana Leisure Group's unrivalled service.



Land / Acquisitions

We are delighted to be able to offer land opportunities with and without PP.

Prana Leisure Group is also able to fund acquisitions and joint ventures from **£100,000 to £100,000,000**. We are able to acquire with or without planning. We are able to fund full planning at risk, for more information, get in touch today. If you are looking to acquire or sell then we are the team for you.



The *Prana Leisure Group*

DIFFERENCE

We have been based within the leisure and residential industry for numerous years.

We like to think that this gives us a bit of an edge when it comes to operating as successful agents. We know what buyers are looking for, what needs to happen to push through with the acquisition process, and what clients ought to be looking for with regards to expansion potential and EBITDA drivers. Where other agents might give you a guide price based on the EBITDA multiple of basic values - we operate slightly differently. We look at the full overview of your business, evaluate market appetite, estimate who is buying where, and examine how much that they are paying. We will then analyse any granted PP or potential and use all of this information to show a three-year revenue projection based on the various sales/rental mixes. It is this efficiency combined with a little black book full of contacts, that ensure we gather clients the best value for each and every sale they make. This is just one of the many things that contribute to the Prana Leisure Group difference. We truly are a different breed.

The *Prana Leisure Group*

PROMISES

We understand and appreciate that

as a buyer in the current market that complete discretion and access to off-market opportunities is key. We act in the strictest confidence with a water-tight NDA in place. We have exclusivity agreements in place with multiple land opportunities and are well-placed to source land/site acquisitions to your specific requirements.



Prana leisure sales consultancy

Maximize the potential of your holiday home or residential home sales operation.

Prana Leisure Group is revolutionizing the lodge sales and marketing landscape in the UK with our forward-thinking approach and cutting-edge marketing strategies. We're not just setting trends; we're leading the charge, shaking up traditional sales solutions and leaving competitors in our wake. Our innovative customer journey methodologies are rewriting the rulebook, ensuring our clients stay ahead of the curve.

But what truly sets us apart is our groundbreaking 10x your investment money-back guarantee—the first of its kind in the industry. Picture this: for every £100,000 investment in our cutting-edge marketing for park operators, we guarantee an astounding £1 million return. That's not just a promise; it's a game-changer.

Prana Leisure Group is the talk of the town, and for good reason. We're here to stay, backed by our significant investments in a stellar team, generous profit shares for staff, and state-of-the-art headquarters brimming with an innovative culture.

We eagerly anticipate meeting with park operators in the weeks and months ahead, ready to discuss new strategies and navigate the evolving customer journey landscape. Our mission is clear: to help park operators stand out from the crowd and thrive in an ever-changing economic landscape. With Prana Leisure Group by your side, the future looks brighter than ever. Let's embark on this journey together and make waves in the industry.

*Terms & Conditions apply.



Exclusive Partner

RESORTS

Experience the transformative power of our cutting-edge organization as we elevate every holiday or residential site, infusing it with unparalleled excellence. Through a fusion of expertise, innovation, and proven sales strategies, we consistently deliver extraordinary results.

Having a sales and marketing team that is fully committed to optimizing your business's success and profitability is crucial. At Prana Leisure Group, we work on a commission-based model that links our compensation directly to your financial gains. This approach fosters mutual success, and our shared interest in driving results ensures that we are all working towards the same goal.

With our risk-free opportunity, you can be confident that our team will work tirelessly to deliver substantial benefits for your business. Partnering with Prana Leisure Group means that you have a dedicated team of professionals who are committed to your success.

Exclusive Partner Resorts can do all that, and more. Our partnerships thrive on the foundation of these strengths, ensuring optimal outcomes for you and your business.

Are you ready to witness your sales soar to unprecedented heights year after year? Prana Leisure Group is your catalyst for unparalleled growth and success.





Why choose

PRANA LEISURE GROUP

"Because no matter what we do we put the client's needs first."

Our forward thinking directors, sales managers and sales consultants have had many years to perfect the processes involved in marketing your park. We specialise in ensuring maximum lead generation by presenting your business in the best possible light. Our trusted team will help you create perfected sales funnels that can ensure optimised efficiency from your teams. With our help you can streamline your sales operation from the ground up, ensuring maximum profit margins and continued growth..

We can advise your organisation about where best to concentrate their efforts (and when) we can also provide you with one of our top sales consultants for anything from one week, to a whole season. Together, we can create a top-notch management system that ensures optimal efficiency, professionalism, and growth. We can deal with every step, from initial lead to handover..

In the next few months we plan on meeting park owners and operators to lay the groundwork for a bright future in collaboration. We aim to deliver massive growth and exemplary standards for the coming seasons. To ensure the absolute highest standard of service, we will only be working with 15 Exclusive partners.

The *Prana Leisure Group* CONSULTANCY PACKAGE



01.

Tailored Sales Funnel

Creation of a tailored sales funnel that will help drive traffic and footfall towards your business.



02.

Sales Manager

We will provide a dedicated sales manager or sales consultant for as long as you need them.



03.

Social Media Advert

Multiple weekly Paid social media advert campaigns.



04.

Sales Website

Your very own brand-new state of the art sales website that will link to your existing website but will provide you with the added benefit of analytical reports on views, appointments, and sales.



05.

Be One Of The Top UK Exclusive Parks

The exclusivity of being one of only 15 UK elite parks for the coming seasons, which comes with huge promotion opportunities for the duration of the full year and beyond.



06.

Branded Sales Paperwork

We will provide you with the branded sales paperwork necessary, including purchase agreement templates and private sales agreements, deposits, and handover forms.



07.

Full Manufacturer's Discount

You will be given access to our full manufacturer's discounts and preferential build slots from our esteemed partners.



08.

Trading Partners

Access to our preferred trading partners for some of the UK's top pre-loved holiday home stock.



09.

Advertising Across Various Platforms

We will give your park daily advertising space across multiple platforms including Zoopla, Rightmove, Prime Location, Gumtree, Facebook, Instagram, eBay, The Mail Online, Google, PPC – and more!



10.

Post Designs To Increase Sales

We will create a new or improve your existing Facebook, Instagram business page which highlights the best points about your park.



11.

Risk Free Solution

Access to holiday home and development funding via our preferred partners.



12.

Monthly Strategy Meeting

You will be given a monthly strategy meeting with one of the Prana Leisure Group sales managers.

No matter the scope of your business, we can assist improve the profitability of your Park. Taking a long-term view, we'll improve the performance of all profit centres, ensuring that the strategy complements all areas – not just one area, such as Lodge Sales. By implementing a well-balanced plan, we'll produce long-lasting benefits and solidly build the value of your business.



Adria Homes

Best luxury camping and glamping solutions.
We are the exclusive distributor for Adria Homes in the UK!

Prana Leisure Group are an exclusive partner for Adria Homes in the UK! The leading European manufacturer of Mobile homes, Modular homes and Glamping tents, Adria Homes bring a new level of luxury to the UK sector. Get in touch to discuss the model range and how we can help you stand out from the crowd.





ADRIA

Modular Homes

With stunning design and unrivaled SIP construction Adria modular homes truly are the best lodges available. From the stunning Alpine to the unrivaled Aurora, our lodges will stand the tests of time.

Visit website : www.adria-home.com/modular-homes

Live Without
Compromises

MODULAR HOMES

Modular Homes

DESIGNED FOR LIVING

No other modular home provides the freedom and luxury experience of an Adria designer modular home. It's not just the location but it's the design, the space and the home from home features. Luxury holiday accommodation with special touches of glamour like an upscale hotel suite right there in nature.





ADRIA

Mobile tents

Camping in new forms of mobile tent construction with touches of glamour has brought fresh life into the camping scene. Adria's mobile tents offers glamping experience like no other, set in nature but delivering freedom, with a new style and with luxurious levels of comfort. Designed using intelligent design and built to Adria's standards of quality and durability, our mobile tents are just like upscale boutique hotel suites right there in nature.

Visit website : [www.adria-home.com/Mobile tents](http://www.adria-home.com/Mobile%20tents)

Glamping
Definition.

MOBILE TENTS

Mobile tents

DESIGNED FOR LIVING

Camping in new forms of mobile tent construction with touches of glamour has brought fresh life into the camping scene. Adria's mobile tents offers glamping experience like no other, set in nature but delivering freedom, with a new style and with luxurious levels of comfort. Designed using intelligent design and built to Adria's standards of quality and durability, our mobile tents are just like upscale boutique hotel suites right there in nature.





Unique Planning Solutions

We have years of experience in detailed holiday park and residential home planning.

Working closely with you, our architect, designers, local planners, and other expert consultants, we are able to produce multiple viable solutions for your land. With your permission, we will fully appraise any potential site in order to offer sound, honest, and professional advice on how best you can maximize your land's potential. **Prana Leisure Group are able to fund full planning at our risk, for more information, get in touch today.**

Our Site Layout Designs

We are experts in resort layouts! With our in house architect team, we are able to produce site plans quickly, using our years of experience we ensure that we maximise the space available whilst focusing on the end users experience.





Prana Marketing

Quality design, branding, website and CGI's without the cost & complexity

With years of experience, our team of digital marketing specialists at Prana leisure group creates an effective marketing strategy that works for any leisure industry. We offer a wide range of services to help businesses and individuals achieve their creative goals.



Why Choose

PRANA MARKETING



01.

Overall Strategy

We'll do an in depth analysis of your Park and produce prioritised opportunities to improve your Park, suggested next steps and an honest, sensible and useful overview of your business.



02.

Holiday & Residential Sales

We'll support your sales team in every way – from tips, training, budgeting, and looking into promotional marketing opportunities to enhance your lead database, we'll make sure the right prospects are targeted from the get-go.



03.

Budgeting & Financial Forecasts

To ensure your Park is running as efficiently as possible, we'll provide expert financial insights and reports to support your needs, making sure that everything from sales to bottom line resources are working together in harmony.



04.

Marketing Opportunities

We'll put together a strategic marketing plan, complete with budget so you know where you are at all times and together, we can ensure your Park is getting the marketing exposure it needs.

LW
LUXURY LODGES
WALES

HARDWICK
HOLIDAY RESORT

Brecon views
HOLIDAY PARK

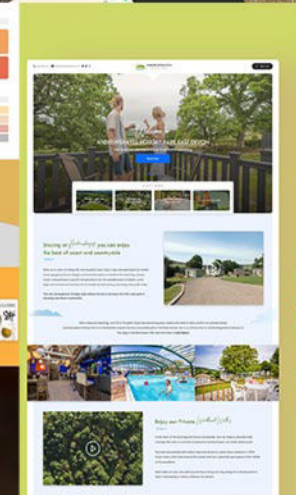
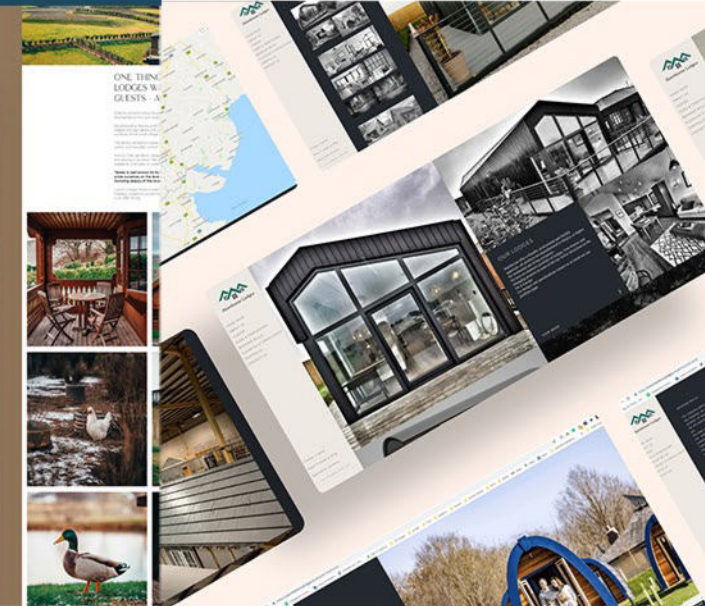
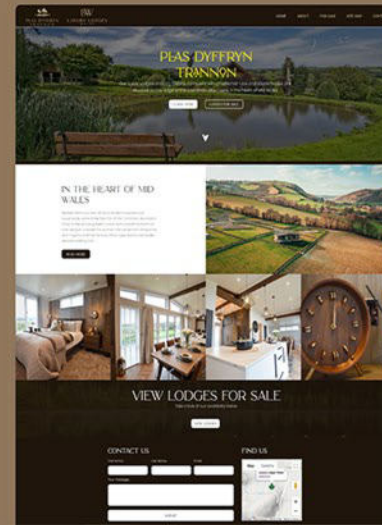
BILLSMOORFOOT
Country Park



Branding & Design

We can design just about anything.

Print, packaging, branding, digital, and more. We bring on experts in each respective design discipline so you have the right team for every type of design project.





CGI & Animation

Realistic & beautiful 3D CGI's.

We are a team of highly skilled and extremely talented 3D Visualisers. 3D Floor Plans, Realistic Interior/Exterior Renders, Aerial View renders, 3D Walkthrough Animation & more.





3D CGI



3D CGI



Elevating Your Designs to Extraordinary Dimensions!

Unlock the potential of your projects with CGI Guru, your premier destination for cutting-edge 3D interior visualization, 3D exterior visualization, dynamic walkthrough animations, meticulous 3D floor plans, site map layout design, and breathtaking renders. As a leading agency in the realm of architectural visualization, we are dedicated to transforming your ideas into visually stunning realities that leave a lasting impression.

WWW.THECGIGURUS.COM



CGI Guru's Visionary Services

Step into a world **where creativity meets precision**, and let CGI Guru redefine your visual narrative with unparalleled expertise. As pioneers in the realm of CGI, we offer a suite of services tailored to elevate your projects to extraordinary heights.

CHECK OUT OUR WORKS

www.thecgigurus.com/projects

3D Interior Visualization:

Immerse yourself in the ambiance of your interior designs before they come to life. CGI Guru crafts realistic 3D interior visualizations that capture the essence of your vision, allowing you to make informed decisions and showcase your concepts in the most compelling way.



3D Exterior Visualization:

Make a lasting first impression with our captivating 3D exterior visualizations. From architectural details to landscaping, we bring your exterior designs to life with unmatched precision and creativity.



3D Walkthrough Animation:

Take your clients on a virtual journey through your designs with our dynamic 3D walkthrough animations. Our animations breathe life into your concepts, providing a compelling and immersive experience that sets you apart in the industry.



Meticulous 3D Floor Plans:

Enhance your presentations with detailed and meticulously crafted 3D floor plans. Our team ensures that every aspect of your floor plan is accurately represented in a visually engaging manner.



Site Map Layout Design:

Streamline your project communication with our expertly designed site maps. Clear, concise, and visually appealing, our site map layouts provide a comprehensive overview of your project's spatial organization.



Product Visualization:

Transform your product into a captivating visual experience with our 3D Product Visualization. Elevate your marketing, engage customers, and boost sales with stunning, lifelike representations of your offerings.



Discover the Advantages of choosing **CGI Guru**



Innovative Solutions:

We leverage cutting-edge technology to deliver innovative solutions tailored to your project's unique requirements.



Timely Delivery:

Our commitment to timely delivery ensures that your projects progress seamlessly according to schedule.



Client-Centric Approach:

CGI Guru is dedicated to understanding and surpassing client expectations, ensuring satisfaction at every stage of the project.



INTERIOR Visualization

Immerse yourself in the ambiance of your interior designs before they come to life. CGI Gurus crafts realistic 3D interior visualizations that capture the essence of your vision, allowing you to make informed decisions and showcase your concepts in the most compelling way.

Standard Interiors From £595

Standard interiors encompass photorealistic still renders of kitchens, bedrooms, living areas, bathrooms, and more. Experience precision in every dimension.

Complex Interiors From £695

Complex interiors encompass photorealistic still renders of larger-scale rooms such as restaurants, bars, lobbies, and more. Experience precision in every dimension.

EXTERIOR Visualization

Make a lasting first impression with our captivating 3D exterior visualizations. From architectural details to landscaping, we bring your exterior designs to life with unmatched precision and creativity.

Standard Interiors From £895

Standard exteriors encompass photorealistic still renders of smaller buildings, such as holiday homes, residential homes, and more.

Complex Interiors From £1,195

Complex exteriors encompass photorealistic still renders of larger-scale rooms such as restaurants, bars, lobbies, and more. Experience precision in every dimension.





PRODUCT Visualization

Transform your product into a captivating visual experience with our 3D Product Visualization. Elevate your marketing, engage customers, and boost sales with stunning, lifelike representations of your offerings.

3d Product Render From £595

Have you developed a product and want to save yourself a costly photo shoot? We can visualize the vision of your product in its perfect form, even if it exists only in drawings, so that your clients will decide in favor of your product.

WALKTHROUGH Animation

Take your clients on a virtual journey through your designs with our dynamic 3D walkthrough animations. Our animations breathe life into your concepts, providing a compelling and immersive experience that sets you apart in the industry.

www.thecgigurus.com/projects

Product Animation From £1,295

Unlock the power of 3D product animations to elevate your marketing strategy. Let your product shine with the immersive visual storytelling of 3D animations.

Interior / Exterior Animation From £1,495

Step into your property like never before with our interior animations, offering clients a vivid visualization of the interior space, down to the finest details. Extend the experience further with an exterior walk-through animation, providing a comprehensive view of the surrounding exterior, location, and surroundings.





METICULOUS

3D Floor Plans

Enhance your presentations with detailed and meticulously crafted 3D floor plans. Our team ensures that every aspect of your floor plan is accurately represented in a visually engaging manner.

3D Floor Plan Renders From £595

Get photorealistic still renders of your apartment, office, holiday & residential homes and more.

SITE MAP

Layout Design

Streamline your project communication with our expertly designed site maps. Clear, concise, colorful, and visually appealing, our site map layouts provide a comprehensive overview of your project's spatial organization.

2d layout Design From £350

Unlock the power of 3D product animations to elevate your marketing strategy. Let your product shine with the immersive visual storytelling of 3D animations.



SALES
OFFICE



CGI Masterpieces

Meet the *Team*

Our Team are Experts in the Leisure Industry

Our experience is second to none and we offer everything from telephone advice to full business plans – no matter what service you use, we'll help increase the productivity and profitability of your Park.



Sarah Louise Carmichael
Founder & Director



Robert Kingsley
Co-founder & Director



John Paul Smith
Operations Manager



Bobby Preston
Operations Manager



Mark Andrew
Operations Manager



Varun
Head of Design



Akash
CGI Artist



Li Wei
Graphic Designer



Neha
Graphic Designer



Gaurav
Architect



Alexandra
CGI Artist



Striking
3D Visuals



Mesmerizing
Renders



Want to make your holiday homes or residential park a market leader?


Get in touch for a no obligation chat and see how we can add millions to your bottom line.

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 07500 874938

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