



Unsworth Sugden Group

Emerging talent of the year

Agency

Tom Roalfe.

Managing Director & Shareholder | Unsworth Sugden Group
Adviser to the Board of Directors | Movin Technology



One week of work experience | Twelve years later, helping shape the next 50 years.

18

Work experience

28

MD + shareholder

30

Leading 80 people

today

National growth

£6m → £12m

Turnover growth since becoming MD

30 → 80

Scaled our people, building a truly national agency

1 → 20+

From supporting one Persimmon region to building a national partnership

50yrs → next 50

Future-proofing USG
evolving a traditional regional agency into a national, integrated agency

Creativity that solves commercial problems



No client brief. No commission. Tom identified the challenge of selling homes off-plan and invested his own time, expertise and resources in an interactive solution for new-home marketing suites. HomeView is now delivered to housebuilders across the UK and has created new capabilities and revenue opportunities for Unsworth Sugden Group.

Recognised through trust

Trusted to lead the Charles Church rebrand in 2024.
A full circle moment after growing up in a Charles Church home.

Influence beyond the day job

Unpaid adviser to the board of Movin Technology, bringing new-homes customer journey insight to a platform used by 20+ leading UK housebuilders.

Always stay relevant.

Tom's mantra is simple: keep asking what's next. Anticipate change, innovate early and continually evolve Unsworth Sugden Group around what our clients will need tomorrow.

