

A Blue Bricks Case Study

Tom Sumner



Co-Owner of Swish Luxury Holiday Apartments • Owner of Flo Luxury Bathrooms & Beyond Property Training

**FROM THE INDUSTRY'S BEST KEPT
SECRET TO LEADING AUTHORITY**

- **STARTING POINT:**

An experienced investor, developer and business owner with little online presence

- **RESULT:**

An industry leader regularly invited to speaker slots, panels and podcasts



Tom Sumner & Swish Luxury Apartments

Tom Sumner is one of the most impressive individuals we have met at Blue Bricks.

He has a background you could make a film out of, starting in the military, before moving into close protection, and then transitioning into property.

From there, he has invested across multiple strategies, including new builds, title splitting, and the development of luxury hotels under the Swish Holiday Apartments brand.

Tom was the definition of a hidden gem. His story and projects were genuinely unique, but his online presence was minimal.

He was operating at a high level, but very few people knew about it.



THE PROBLEM

Too many people in the property industry talk a good game. However, when you look beneath the surface, there is often little to back it up.

Tom was the opposite.

He had the experience, the track record, and the projects, but not the visibility.

As he began looking to mentor others and grow his businesses further, it became clear that his personal brand needed to reflect the level he was already operating at.

The challenge was showcasing this in a way that didn't come across as flashy or overdone, something that goes against how Tom naturally operates.

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What We Did



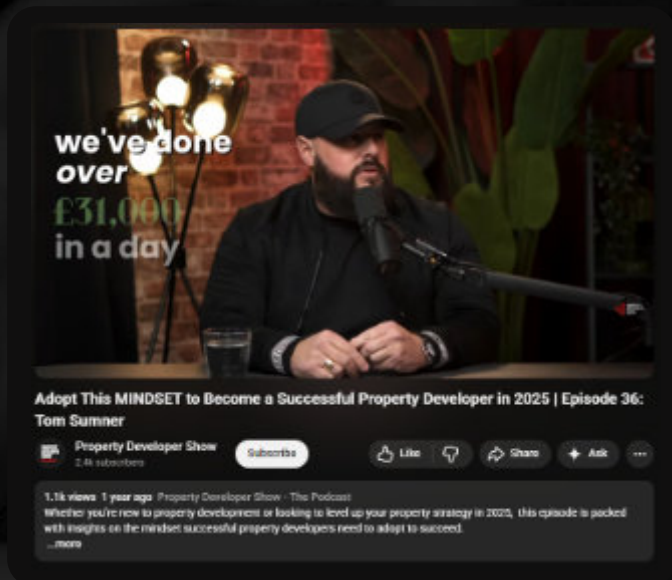
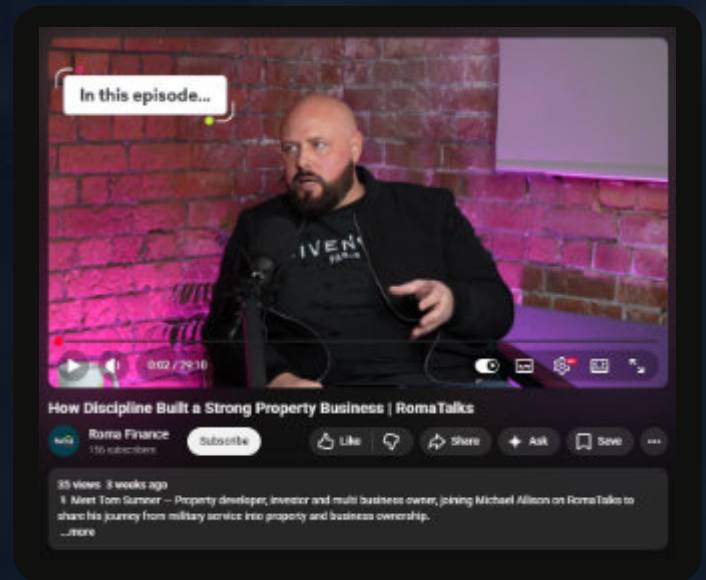
WHAT WE DID



- Gave Tom two front cover features in Blue Bricks Magazine, one focused on the Swish Holiday Apartments project, and one on his personal story
- Distributed these to 10,000+ readers, as well as at large-scale events such as The Property Investor Show and The Property Developer Show
- Connected Tom with podcast hosts and event organisers, securing him access to panels, speaker slots, and interviews
- Co-hosted the Front Line Property Conference, positioning Tom as a headline speaker and panellist in front of 100 active investors and developers
- Introduced Tom to key partners who supported him on projects, including the launch of Flo Luxury Bathrooms
- Filmed the Flo Bathrooms project and promoted it across our website, mailing lists, and social media, putting it in front of thousands
- Printed an additional 300 copies of the magazine to distribute at the Blue Bricks Awards, attended by leading investors and developers
- Positioned Tom as a judge at the Blue Bricks Awards, placing him alongside recognised names in the industry

CLICK TO WATCH

Tom Sumner featuring on the RomaTalks Podcast by Roma Finance

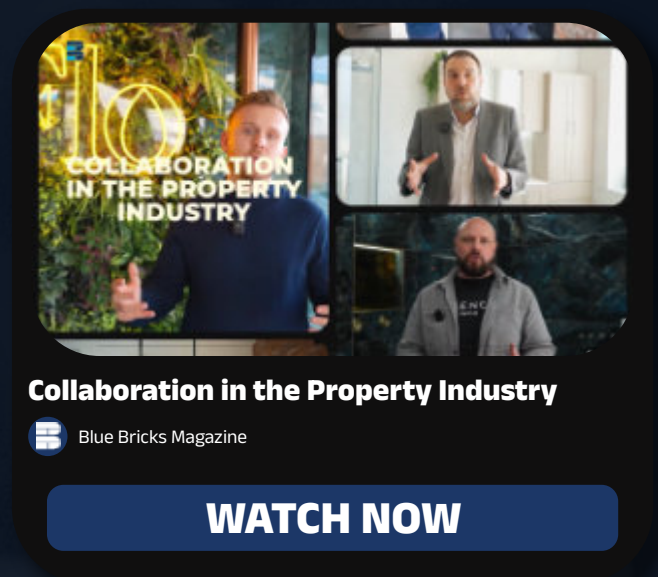


CLICK TO WATCH

Tom featuring on the Property Developer Show Youtube Channel

CLICK TO WATCH

An industry collaboration on the Blue Bricks Magazine Youtube Channel



THE RESULT

Tom is now a recognised name within the property industry.

He is regularly invited onto podcasts, panels, and speaking opportunities, and is seen as someone with real experience and authority.

As a direct result of increased visibility and the connections made:



Increased bookings at Swish Holiday Apartments



Growth in orders at Flo Luxury Bathrooms



New partnerships with investors, suppliers, and operators



Stronger positioning to launch his mentoring business



Access to higher-level rooms with more like-minded individuals

ACHIEVE THE SAME RESULTS

Book Your Discover Session

Tom is no longer operating as the industry's best-kept secret. His visibility now matches the level he operates at, and continues to grow as he builds his personal brand

WORDS FROM TOM

“

“Working with Blue Bricks has been a game-changer for my businesses. It’s not just about being featured in the magazine, it’s the wider exposure, introductions, and opportunities that have come from it.

Through the Brand Builder, my profile has grown significantly. I’ve been put in front of the right audience, connected with serious investors and property

professionals, and given platforms to share what I do.

It’s been a fantastic platform to showcase my work and has had a direct, positive impact on both growth and reputation. I’d highly recommend it to anyone looking to take their business to the next level.”

”



ACHIEVE THE SAME RESULTS AS TOM

BOOK YOUR DISCOVERY CALL