

# Seddon Homes News Release

14th August 2009

## **Seddon Homes displays confidence in market with investment in opening of six new show homes**

Cheshire-based new homes developer Seddon Homes is bucking the market trend by investing in the commissioning of six new show homes in the North West.

While 2009 has seen other developers reign in spending on the promotion of new developments, Seddon's decision reflects its experience in continuing to achieve sales, despite the downturn.

It has now invested a significant six-figure sum in interior design and furnishings at show properties in Greater Manchester and Cheshire.

The first three of the designer show homes will open on August 22, at the Green, Congleton, with further properties opening in the next few weeks.

The family-owned firm has established itself at the top end of the new homes market in the North West, wooing buyers with well-built properties equipped with top designer brand specification items all set in attractive locations.

It has also attracted a strong following over the years for its policy of building larger than average properties where possible – for example, its new Travis Gate, Chorlton Green, development boasts four bedroom homes at an above-average 1,900 sq ft of living space.

The launch of the six new show homes coincides with news from both the Nationwide and Halifax of an overall rise in UK house prices in spring 2009 of 1.2 per cent and 2.6 per cent respectively, reflecting the fact that buyers are still purchasing if they find the right properties.



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The Royal Institution of Chartered Surveyors has also recently announced its index showed new buyer enquiries having increased for seven months in a row.

Seddon Homes Sales and Marketing Director, Denis Maddock, said: “Despite the challenging market conditions, we’ve stuck to our long-standing philosophy that well-built properties, finished to a high standard in a good location, will always attract positive buyer interest”. “It’s a philosophy that has proved true. Testimony to that is the early success of our new development at Oakmont, Congleton. Two of the five properties were sold off-plan as soon as we launched the development and there is strong interest in the remaining three homes.” “This has all happened before the opening of the show home, which is being finished off now ready for a launch from 28 August onwards.”

Construction of the spacious detached homes at Oakmont, off Woburn Drive, Mossley, each with five bedrooms and a double garage, is expected to be fully completed by September. A further show home will be at Travis Gate, on the border of Manchester’s thriving Chorltonville. A few weeks ago, Seddon Homes opted for an early opening of an ‘undressed’ show home in response to strong initial demand for viewings. The nine four-bedroom luxury houses are situated in the fashionable Chorlton Green area within a short walk to Beech Road and its cultural delights.

The furnished show home is now almost ready and will undoubtedly capture attention when it opens by appointment from 5th September, as it has been designed in a striking Bohemian style sure to attract much comment!

“We have continued to invest in opening quality show homes because we want potential buyers to have the chance to see just how spacious our properties are, and the opportunities they offer for families to create really distinctive homes in the most thriving areas of Manchester and Cheshire,” said Denis.

The final but probably most striking new show home will open around October at Appledale Tytherington Macclesfield One of East Cheshire’s flag ship developments, Earlier show homes there have been sold, complete with furniture, fixtures and fittings, to buyers seeking a complete Seddon designer package.

Now run by the third and fourth generations of the Seddon family, Seddon Homes has enjoyed overwhelming success with up-market, spacious homes in the past. Its Tanglewood development, near Macclesfield, led to people queuing overnight to be among the first to sign up.

For further information please visit [www.seddonhomes.co.uk](http://www.seddonhomes.co.uk)

**Ends**

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