

Seddon Homes News Release

30th January 2009

Seddon launches anti-credit crunch mortgage subsidies of up to £500 per month at two North West developments

Seddon Homes is offering generous mortgage subsidies of up to £500 a month to buyers of selected new homes in the North West.

The offer is designed to support people through the credit crunch, and means Seddon will pay up to £500 towards the monthly mortgage bill for up to two years.

It is also providing free mortgage insurance against redundancy for two years for all potential buyers of new properties at The Green, Lower Heath, Congleton, and Albemarle Place, Tottington, near Bury, providing the mortgage is processed by Seddon's recommended independent financial advisers.

Anyone who is made redundant within the first two years of moving will have their mortgage paid.

In addition, Seddon Homes is offering a fair value part-exchange deal to anyone keen to pursue a purchase at either of the two developments, but who is having difficulty finding a buyer for their own home.

Seddon Homes sales and marketing director, Denis Maddock, said they recognised these were challenging times for everyone and want to ease the cost of moving for hard-pressed homebuyers and give them more peace of mind.

He said: "Despite press speculation that indicates people may be less keen to move, visitors to the Seddon Homes website have increased by 20 per cent so far in 2009 compared to the same period in 2008.

"Clearly, there are many people out there looking to move who are just waiting for a little encouragement, which hopefully this new initiative will provide."

The Green comprises 2, 3,4 and 5 bedroom town houses designed around a courtyard and central village green in a semi-rural setting on the outskirts of Congleton.

Designed with a traditional village feel, the properties blend practicality with elegance. Kitchens feature stainless steel appliances, tiled floors and classy ceramics lit by discreet inset lighting. Each has an oven, hob and dishwasher included.

Albemarle Place, on the former Dunster's Dairy Farm site, Tottington, comprises 17 high-spec, spacious properties, each with three or four bedrooms. First class fixtures and fittings feature throughout, with quality bathrooms, fitted wardrobes and, including as standard, a good range of top quality kitchen appliances with ceramic tile kitchen floors.



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The development is named after military general George Monk, the first Duke of Albemarle who was given the royal manor of Tottington by Charles II in the 17th century.

Prices at Albemarle Place start from £215,000.

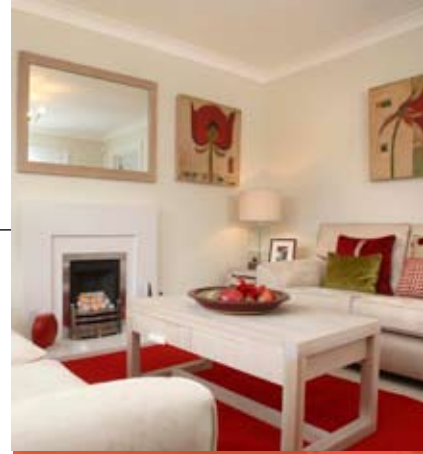
For further details, visit the marketing suite Thursday to Monday 10am to 5.30pm, call 01204 887245 .

Prices at The Green are from £175,950. The mortgage subsidy offer applies to selected plots only. Fully-furnished show homes are open 10am to 5.30pm Thursday to Monday. For more details, phone 01260 291 682.

For more information visit www.seddonhomes.co.uk

Ends

For more information, please contact Outwrite Public Relations on 01352 706260.



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