

Seddon Homes News Release

19th October 2009

Half the properties sell within a fortnight at newly-launched Seddon development

TWO new homes developments in Greater Manchester and Cheshire have exceeded sales expectations despite the economic downturn.

More than half of Seddon Homes' properties at Travis Gate in Chorlton, Manchester and Appledale in Macclesfield have been sold in recent weeks.

The firm attributes its success to the fact that both developments have benefited from larger than average home-sizes, a well-chosen location and the opening of a designer show home.

This announcement from Seddon Homes, comes as UK house prices rose for the third consecutive month in September and showed the first quarterly increase for two years.

Halifax, part of the Lloyds Banking Group, said that increased demand and a lack of supply was key to the rise.

And it is this demand from house buyers that Seddon Homes is seeing at its developments across the North West.

Its sales and marketing director, Denis Maddock, says: "Interest in our developments has increased markedly in recent weeks.

"Despite the difficult economic conditions, homes built by Seddon are selling.

"Five of the properties at Travis Gate sold within two weeks of the official launch of the development.

"Buyers there, tell us they are won over by the four double bedrooms and three bathrooms in our homes.

"They also like the fact that each house has between 1,800 and 1,900 sq ft of living space, which is above-average size for new build."

Seddon Homes have seen a similar level of interest at their prestigious Appledale development in Tytherington.

Denis added: "Homes at Appledale are selling for half a million pounds.

"You would expect, in recessionary times, that houses in this price bracket would maybe struggle but that's not the case in our experience.



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“Five of the nine homes at Appledale have sold and the level of interest from prospective buyers continues to be high.”

Family-owned Seddon Homes has a reputation for building high quality properties and investing in designer branded fixtures and fittings.

In recent weeks, it has opened six show homes at developments across Greater Manchester and Cheshire.

Denis said: “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.”

Seddon Homes is currently developing 14 sites in Greater Manchester and Cheshire, including the Bowling Green 55, stylish two bedroom apartments, exclusively for the over 55s, at Stretford.

Prices at Travis Gate, Chorlton, start at £375,000. To view the show home contact 0161 428 6946 or email travisgate@seddonhomes.co.uk.

The new show home at Appledale, Tytherington, is open Thursday to Monday 10.30am - 5.30pm. For information, please contact 01625 434348 or email appledale@seddonhomes.co.uk.

Prices at Appledale start from £395,000.

For further information please visit www.seddonhomes.co.uk

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