

# Seddon Homes News Release

16th August 2010

## **Seddon Homes displays confidence in market with investment in five new show homes**

Summer has seen leading new homes developer Seddon Homes demonstrate increased confidence in the property market, investing in five new show homes.

Unlike some rivals who have shied away from spending on promotional show homes in the last 18 months, Seddon believes such investment reaps long term dividends.

This month alone it has seen extremely positive results following the unveiling of show homes at developments at The Hop Yard, Cheshire and Tingley Hall, near Leeds.

The Hop Yard consists of a mix of 41 two, three and four bedroom properties at Sandbach. Tingley Hall is a high spec development of 14 five bedroom detached houses.

Tingley Hall received well over 100 visitors within just 48 hours of the show home's opening, while at The Hop Yard, Seddon staff arrived on the launch day to find a queue of early morning visitors waiting for the show home to open.

Seddon Homes sales and marketing director, Denis Maddock, said: "In both cases we received scores of expressions of interest from potential buyers which we are now working to convert into sales.

"It proves that quality show homes remain a worthwhile investment despite the recent delicate economic climate."

Seddon invested a six-figure sum commissioning high quality interior design and furnishings to create five impressive show properties which it has unveiled this summer: two at Tingley Hall, two at The Hop Yard and one at the prestigious St George's Rise development in Malpas, Cheshire.

Denis said: "Most builders have not been prepared to put their heads above the parapet in this way by investing in show home promotions. However at Seddon we are strongly guided by what our buyers tell us which is that they appreciate the opportunity to see the spaciousness and quality of finish of our homes.

"In many cases decisions have been made and sales achieved which might otherwise have been missed were it not for the opportunity of a show home visit."

On one past occasion, potential buyers camped overnight outside a Seddon show home in Cheshire to be the first in the queue for its opening the following morning.

Seddon's 2010 show collection follows on from six show homes which it opened at developments across the north west in 2009.



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

Denis said: "Properties in the right location of the right quality and high standard of finish are still selling. We are dedicated to maintaining high standards and our show homes are testimony to that.

"Seddon is determined to continue investing in the future, as we are confident buoyancy will return to the market and higher sales will be achieved in the run up to the end of the year."  
For further information please visit [www.seddonhomes.co.uk](http://www.seddonhomes.co.uk)

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## Ends

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



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