

Seddon Homes News Release

6th September 2011

Seddon backs first time buyers with introduction of FirstBuy at the launch of its show home at Greenway

Seddon Homes unveils the show home at its latest development, Greenway at Unity Quarter, near Salford, this weekend (Sept 3 & 4).

The launch coincides with the company's announcement of the government's FirstBuy initiative to help first time buyers to get onto the property ladder.

The developer has given a big welcome to FirstBuy, a scheme that requires people buying their first property to find a deposit of just five per cent, instead of the usual 20/25 per cent.

Seddon announced its participation in the scheme just days before it opens a stylish show home at Greenway at Unity Quarter. Situated off Oaklands Road, Kersal, between Salford and Manchester city centres, the development includes three, four and five bedroom homes, all built to high eco standards to ensure comfort and low running costs.

Each property boasts a host of energy saving features which it is estimated will ensure each home will cost only half of that of a similar size property constructed just 20 years ago!

The added inclusion as standard of features such as home office wiring, outdoor water butts and internal recycling bins further underlines the eco credentials of the homes at Greenway.

The location of the Unity Quarter, close to Heaton Park, has proved a hit with buyers who have already moved on to the section of the development, built by joint venture partner Miller Homes.

Greenway, the Seddon Homes tranche of the project, comprises an additional 39 properties. Under the pioneering FirstBuy scheme, 20 per cent of the deposit for a new Seddon home can now comprise an equity loan funded jointly by the government's HomeBuy agency and Seddon Homes.

The loan is interest free to first time buyers for five years. They will need to pay it back when they sell the property or after 25 years.

In practice, it means people new to the property market only need to find enough savings to pay a five per cent deposit up-front.

Seddon Homes sales and marketing director Denis Maddock expects high interest in Greenway from newcomers to home ownership, as well as local families keen to remain in the area but looking to move to a larger home.



Seddon Homes
.co.uk

Please contact:

Outwrite Public Relations
Belgravia House
Grosvenor Street
Mold, Flintshire
CH7 1EJ

Tel: 01352 706260

Fax: 01352 706266

info@outwrite.co.uk

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“Whether you are a first time buyer or a part of a family looking to move up the property ladder this development is an exciting prospect. We already have part exchange schemes and Seddon’s own Springboard shared equity initiative to help potential buyers.

Now we are offering the government’s commendable FirstBuy package, we anticipate interest will be higher than ever.

“Visitors to the new show home will see for themselves the high spec of these properties and, with high level eco-credentials, they will appeal to modern families keen to keep costs of living low while still enjoying the benefits of a stylishly designed, contemporary home.”

Prices at The Greenway at Unity Quarter are from £169,950. The marketing suite is open Thursday to Monday from 10am-5pm. For more information phone 0161 708 0627 or visit www.seddonhomes.co.uk

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