

Seddon Homes News Release

4th October 2011

TV journalist recruited as new face of Seddon Homes

Award-winning TV presenter Elaine Willcox has been recruited as an ambassador for Seddon Homes.

Elaine has become the face and voice of Seddon Homes.

A well-known journalist in the region, Elaine has worked as a news reporter and presenter for Granada News and as north west correspondent for the former GMTV.

She features in a welcome video on the home page of www.seddonhomes.co.uk <<http://www.seddonhomes.co.uk>> and in the video tours of show homes that the site features.

In the latest, she takes a tour around the company's recently-launched luxury development of £1m mansions at The Laurels, Bolton.

Elaine said of the development, which is located down a private drive off Markland Hill: "The setting is perfect. I don't think any of the seven gorgeous homes will be for sale for long at all."

Recruitment of a high-profile name as a company ambassador is part of an innovative marketing strategy introduced by the company to buck the market trend in challenging economic conditions.

Denis Maddock, sales and marketing director for Seddon Homes, said: "Elaine is a well known, instantly recognisable face, having carved out a successful media career.

"Having a well-known face as an ambassador is an important element in our progressive new marketing strategy, which is starting to produce dividends."

A resident of Bolton, Elaine was one of a team of journalists that won the first-ever BAFTA (British Academy of Film and Television Arts) awarded to a regional news programme in 2007.

Seddon is continuing to achieve good sales despite the inconsistent market, which it attributes to its policy of providing properties in the right location and that have a higher specification than similar properties offered by other developers.

The Warrington-based developer has also added a range of part-exchange initiatives and financial incentives to help buyers.



Seddon Homes
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They include Springboard, which allows selected buyers to own the full 100 per cent of a property while paying a mortgage of just 85 per cent of the market price. Of the remainder 15 per cent is financed by an interest free 10-year loan from Seddon and by a reduced five per cent contract deposit.

The developer has also been chosen for the government's FirstBuy initiative to help first time buyers.

Ends

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

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