



The Bowling Green 55
Off Davyhulme Road · Stretford

The Bowling Green 55 News Release

9th April 2010

Seddon Homes launches scheme offering home seekers opportunity to live in apartments for up to six months before buying

Home seekers in Manchester are being given the chance to try living in new apartments before deciding whether they want to buy them.

Seddon Homes today launched the scheme for potential buyers of its apartments at The Bowling Green 55, Stretford.

The Bowling Green 55 marked a departure for the company when it was unveiled, as Seddon's first new homes development aimed specifically at the over 55s.

Now, Seddon is offering potential buyers the chance to rent one of the apartments for up to six months before deciding whether they want to sign on the dotted line to buy.

The Try Before You Buy scheme has been launched to help those people who are keen to downsize from larger homes but are unsure whether apartment-living will suit their lifestyle.

Seddon Homes sales and marketing director, Denis Maddock, said the scheme will give people an unrivalled opportunity to ensure their future happiness in terms of where they live.

"Before launching The Bowling Green 55, we undertook a great deal of research into the requirements of the over 55s. We listened to what potential buyers had to say and designed our high spec apartments to take their comments into account.

"The feedback we had overwhelmingly pointed to the fact that people want sensibly-priced, quality, stylish homes without the worries and expenses associated with a larger property.

"We also recognise that a significant number of buyers will be local people wishing to move from much-loved properties where they may have lived for many years and brought up children, but which are now too large for their needs.

"It can be emotionally daunting to move from family homes which hold many happy memories. They want to be certain that they will be just as happy in their new homes. That is why our Try Before You buy scheme is perfect for The Bowling Green 55."

Participants can rent a semi-furnished apartment for £400 a month for up to six months. They can install some of their own furniture and other belongings if they wish.

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Seddon Homes
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If they are happy at the end of the period, the rental fees will be deducted from the eventual purchase price.

Denis said: "We have a well thought out, comprehensive range of support mechanisms available to buyers, all designed to make moving home as easy and inexpensive as possible.

"In some circumstances, we can offer part exchange or even arrange to sell the mover's existing home during the six month rental term, paying all related costs."

He is confident most people who take part in the Try Before You Buy scheme will so enjoy life at The Bowling Green 55 that they will opt to stay and purchase the apartment.

He said: "These are high spec apartments, reasonably priced, with excellent facilities, including stylish kitchens, bathrooms, inset lighting and in-built wardrobes. A number of them also have balconies looking out onto the nearby bowling green."

The development is located off Moss Road, next to the bowling green run by the nearby Metro's Sports and Social Club, for whom Seddon built a state-of-the-art new clubhouse. Apartment buyers are given a year's free membership of the club.

Residents also have access to a hotel-style lounge on the ground floor of The Bowling Green 55, with doors opening onto a patio in front of the green, ideal for relaxation.

The main building's high insulation has helped it to secure an energy efficiency rating well above that of the average UK home. As a result, using Energy Performance Certificate calculations, an apartment's running costs for heating, lighting and hot water work out at an approximate £25 a month.

Each apartment has its own numbered secure car parking space.

A good selection of convenience stores can be found close by, whilst the development is only a short drive from the Trafford Centre, Lancashire County Cricket Ground, and Manchester's theatres and restaurants.

Apartment prices start from £120,000. A fully furnished show home is open Thursdays to Mondays from 10am to 5pm. Coffee mornings until noon are held most days to enable interested movers the unhurried opportunity to sample the great community atmosphere.

For more information visit www.thebowlinggreen55.co.uk or telephone 0161 865 4426.

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