



WHY BUY NEW GUIDE 2016



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For more information about new homes,
please speak to a Sales Consultant or visit www.new-homes.co.uk

WHY BUY NEW

DAMP, DRY ROT,
WOODWORM,
DRAUGHTS, JUST SOME OF THE
**PERIOD
FEATURES**
YOU WON'T FIND IN A
NEW BUILD HOME.



MORE THAN MEETS THE EYE? THE COST OF UPGRADING AN OLD HOME TO NEW BUILD SPECIFICATIONS IS NEARLY

£45,000

When looking for a house, it's rare you'll find somewhere that you could move into without even adding a lick of paint. Besides, it's perfectly natural to want to make "a house a home" and add your own personal touches in the process. You might want to treat yourself to a new kitchen or bathroom, or it could just be that the old boiler needs replacing.

In which case, how much would you be prepared to spend in order to put your own stamp on a house after you've moved in? Would it be £1,000, £5,000, or perhaps even £10,000? How about £45,000

though? Whatever the sum, it's a lot of money on top of all the other costs associated with moving house.

This is where new builds come into their own. Recent figures from the industry have found that the cost of upgrading an older home to the same specification as a new build property is nearly £45,000*.

Everyone has different tastes, so moving into a second hand home often means living with someone else's style, and changing this can clearly become quite a costly exercise. A new build home offers

you a blank canvas and gives you the chance to work with the builder to help shape the house you're moving into before you get there. And, with the £45,000 you'll save yourself, imagine what you could afford instead.

*Based on independent figures for an average 3 bedroom semi-detached house. A detailed working is available on request.

WHERE THE EXTRA £45,000 IS SPENT UPGRADING AN OLD HOUSE



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MORE THAN MEETS THE EYE? THE COST OF UPGRADING AN OLD HOME TO NEW BUILD SPECIFICATIONS IS NEARLY

£45,000

Buying a new house is not just about the money you can save, as welcome as that is. It's about this new house, your house, being a completely blank canvas on which you can imprint your own personality and ideas. You're not adapting an old property, you're creating an entirely new home to be exactly as you want it to be. The style, design, colour, feel... it's all yours to begin. The most important aspect of this is that when everything is finished, you'll be living in surroundings that are created by you. This contrasts with when you move into a home once lived in by someone else, it will always have reminders of the previous owners, no matter how much you try to change it. With a new house it's different because it's entirely new. Buyers of new houses always tell of their enjoyment and excitement at having a brand new house to make their own. It may be choosing the colour scheme or the furniture, adding those little touches here and there that are important to you.

A new house quickly becomes something that's so much more your home. Remember, with a new house you'll be creating your decoration around the latest fixtures and fittings. With new houses being built to the latest specifications, the decorating and designing you do are adding that finishing touch, allowing you to truly make your new house, your new home.

"A new build home offers a number of benefits to a potential purchaser, from the obvious advantages of an untouched property to the long term savings from increased energy efficiency. Alongside the added peace of mind provided by the 10 year warranty issued by the National House-Building Council, other benefits of buying new include the lack of ongoing chains; avoiding hassle and uncertainty, and the opportunity to get a home that is ready made for modern life, fitted with the specifications and appliances perfect for busy households. All in all, the current new home market in the UK offers purchasers a fantastic choice of high quality, sustainable homes, ready for both families and investors to get more for their money."

-Annette Cole, Sales and Marketing Director at Crest Nicholson Eastern

"There are many advantages to buying a new build home; importantly, they are built to the latest environmental standards, keeping utility bills down; according to the NHBC, today's new builds can be up to 55% cheaper to run than older properties. Another advantage is choice - when many think new-build, they might picture futuristic angular buildings, however, in reality, there is something for everyone. Plenty of schemes that offer a more classical feel outside, with all the benefits of a brand new home inside. Buyers can also choose from new homes in truly remarkable settings. New homes can also present much-needed affordability to prospective purchasers, with schemes such as Shared Ownership assisting first time buyers onto the property ladder."

-Cathy Lloyd, Sales and Marketing Director at L&Q

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WHY BUY NEW

STRIP IT, FILL IT,
SAND IT, PAINT IT,
AND IT STILL WON'T BE AS
**GOOD
AS NEW**



BUILDING QUALITY

WHY NEW HOMES ARE SUPERIOR TO THEIR RIVALS

Buying a new build home offers the purchaser a host of advantages compared to older second-hand homes. From the financial incentives on offer, to the savings you can make through greater energy efficiency, there are plenty of reasons why you should buy new.

The difference in quality between old and new is evident in many different ways.

1 FLOODING & DRAINAGE

At the planning stage of any development, house builders work with local planners and the Environment Agency to ensure the development is not at risk from flooding and that any ground and waste-water is efficiently drained from the site.

2 FOUNDATIONS

Believe it or not, many Victorian houses were built without foundations - something unimaginable today. These foundations provide the very basis for a structurally sound home.

3 WALLS

The walls of a new home are insulated so houses stay warm in winter and cool in summer, unlike older houses that can become stuffy. More advanced building materials, such as brick and timber frames, also prevent problems such as damp.

4 WINDOWS & DOORS

New homes are built with double glazed windows and doors included as standard, the majority made of PVCu. Benefits include better insulation and far less heat loss, plus greater security from superior locking systems. New homes are also better insulated from the sound of the outside world.

5 ROOF

Roofs on modern homes are built on trusses that are lightweight, yet more secure than the thick wooden beams used in older houses.

6 FIXTURES & FITTINGS

A newly built home means new fixtures and fittings, including kitchens, bathrooms, telephone lines, digital TV wiring and, in most cases, superfast broadband. They are designed and built around a new kitchen and bathroom, meaning no holes in walls and unnecessary DIY, and a better fit and finish.

QUALITY OF WORKMANSHIP

New homes are built to a higher standard than ever before. This is reflected in our Annual Customer Satisfaction results where over 90% of new build homeowners would recommend their builder to a friend.

BUILDING REGULATIONS & 10 YEAR WARRANTY

Building regulations ensure consumers are protected in their new home. They are continually being improved and strengthened, giving you peace of mind and a top quality home.

New homes also come with a 10 Year Warranty for additional peace of mind.



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WHY BUY NEW

IT'S TRUE A NEW BUILD HOME WILL HELP YOU SAVE YOUR ENERGY



NEW IS GREENER AND CHEAPER! WHY BUYING A NEW HOME WILL SAVE YOU MONEY WHILE HELPING TO PROTECT THE ENVIRONMENT

When you're thinking about buying a home, it's never just the initial price of the property that you've got to take into consideration. Removal costs, legal fees and stamp duty are just some of the other costs that you'll likely have to bear in mind.

You'll also have to consider running costs in the future.

Buying a new build home means you'll be getting an exceptionally high quality home built to the latest exacting building standards. This means your home will not only stand the test of time, but will actually end up saving you a lot of money every year.

AN EFFICIENT NEW HOME MEANS SAVINGS FOR YOU

We're working hard to reduce the size of the carbon footprint we leave on the planet when we develop sites for new homes. As a result,

energy efficiency standards and CO2 emissions in new homes built in England and Wales are some of the best in the world.

On average, new homes built in England and Wales today are 65% more energy efficient than a Victorian house of the same style.

This is achieved through a combination of innovative design and using the most modern materials available, for example installing boilers that only give you hot water when you need it, fitting modern double glazing, using quality insulation in the roof and walls, and by creating sophisticated water drainage systems.

The benefits are not only keeping you warmer in winter, but also saving you money on your utility bills every year.

"There are huge environmental benefits and long term energy cost savings associated with buying a newly built home. Today's new homes are far more efficient than their Victorian counterparts and are becoming an increasingly popular choice with homebuyers looking to keep their bills lower. New homes also come with a range of brand new, energy efficient fixtures and fittings, from special double-glazing and insulated roofs to modern boilers and kitchen appliances."

-David Thomas, Chief Executive at Barratt Developments

In addition, new homes use a series of innovative designs that mean on average they use 30%* less water than older properties. This saves the average home owner £54** on their water bill every year. New homes also fit water efficient sinks, toilets, baths and showers as standard; so, you not only save water, you also save money.

SO, WHAT'S IT WORTH TO ME?

New homes currently built in the UK are roughly 50% cheaper to run per year than the equivalent Victorian house. That could mean an annual saving of £440 for a 1-bed ground floor flat, and £1,410 for a 4-bed detached house.

"Purchasers often like the "feel" of owning a new-build. They take reassurance from knowing the home is completely new, purposely built and well designed. Depending on how they have been constructed, new build properties are often more energy efficient, which reduces utility bills."

-Suzanne Aplin, Sales & Marketing Director at City & Country

NEW IS GREENER AND CHEAPER! WHY BUYING A NEW HOME WILL SAVE YOU MONEY WHILE HELPING TO PROTECT THE ENVIRONMENT

"New homes are around 50 per cent cheaper to run than their Victorian equivalent due to better insulation and efficient heating and water systems. As technology evolves and we adapt the design of our homes to respond to changing lifestyles, the benefits of buying new over old continue to rise. From the financial incentives on offer to help you move, to the savings you can make through greater energy efficiency, these provide compelling reasons to choose a brand new home."

-Andrew Loveday, Sales Director at Countryside

"New build developments have to adhere to local planning conditions so the very fabric of the building is designed to reduce energy consumption. For example, at one of our developments we are required to source at least 50 per cent of timber through the Forest Stewardship Council and Programme for the Endorsement of Forest Certification schemes. To off-set carbon production, we've also combined high performance building fabric with renewable energy sources such as photovoltaic panels which generate electricity from solar energy. These panels are placed on a flat roof, providing renewable energy to each apartment, without affecting the overall aesthetic of the building.

"When it comes to the interiors, new builds are kitted out with low-energy light fittings as well as A-rated kitchen appliances and dual flush toilets designed to reduce water consumption. Many of our sites also feature electric car charging points which promote greener lifestyles."

-Tamra Booth, Group Operations Director at Shanly Homes

WHY BUYING NEW IS CHEAPER AND GREENER



LOW CO2 EMISSIONS



DOUBLE GLAZED WINDOWS & DOORS



EFFICIENT BOILERS



WATER SAVING SYSTEM



QUALITY INSULATION

*According to the Consumer Council for Water, the average person uses 149 litres of water every day. Under current building regulations, new build homes must reduce average daily water use to 105 litres per person, per day. **The average UK water-only bill is £180 per year.

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please speak to a Sales Consultant or visit www.new-homes.co.uk

WHY BUY NEW

NO CHAIN
HELP TO BUY
10 YEAR WARRANTY
IN FACT THE ONLY CATCH
YOU'LL FIND IS ON
THE FRONT
DOOR



YOU CAN'T BUY PEACE OF MIND BUT YOU CAN BUY NEW

The quality of house building has improved significantly in recent years. According to the most recent industry survey, around 90% of home buyers are so satisfied with their new homes that they'd recommend their builder to a friend.

But peace of mind is more than just knowing that you're buying quality and getting great value for money. It's also about being confident in the product you're buying and knowing, should anything happen, that you're protected.

That's where the Consumer Code for Home Builders and the 10 Year Home Warranty come in.

CONSUMER CODE FOR HOME BUILDERS

An industry-led Code of Conduct for builders, this was developed to make the home buying process fairer and more transparent for purchasers.

It applies to all home builders registered with the UK's main new home warranty providers and consists of 19 requirements and principles that home builders must meet in their marketing and selling of homes and their after-sales customer service.

The aim of the Code is to ensure all new home buyers are:

- Treated fairly and know what levels of service to expect.
- Given reliable information about their purchase and their consumer rights before and after they move in.
- Able to access speedy, low-cost dispute resolution arrangements to deal with complaints.

10 YEAR HOME WARRANTY

A warranty gives you peace of mind, knowing that should anything untoward happen to your new home, you won't be left to pick up the bill for fixing it. From start to finish, you're covered.

Before completion

After exchange of contracts, you're covered if your builder is not able to start or complete the home due to insolvency or fraud.

The first 2 years after completion
During this period your builder is responsible for putting right defects or damage to your home and its common parts, caused by a failure to build to the current standards. They must do this within a reasonable timeframe and at their own expense.

Years 3 to 10 after completion
The warranty-provider insures your home to cover the cost of putting right physical damage in specified parts of the home. This starts two years after the date on the warranty insurance certificate. You're also covered if alternative accommodation is required while repair work is taking place.

Your warranty does not cover general wear and tear, condensation, normal shrinkage, cosmetic damage or damage arising from failure to maintain the property. Refer to the full policy document for detailed information on what is covered, and all the exclusions and limitations that apply.

YOU CAN REST ASSURED



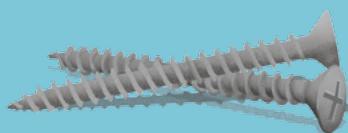
CONSUMER CODE



10 YEAR HOME WARRANTY

WHY BUY NEW

BUYING AN OLD PROPERTY? YOU'LL SOON REALISE THAT YOU HAVE MORE THAN A **SCREW LOOSE**



WHY BUYING NEW MAKES PERFECT SENSE

A FRESH START

A new home is fresh, bright, clean and untouched by previous owners and their dodgy DIY. It's a blank canvas on which you can stamp your own style and personality.

THE PRICE IS RIGHT

Most house builders price their homes to sell swiftly, particularly in these competitive times. Combined with generous incentives and possibly help with moving costs, you'll be getting unbeatable value for money.

GREENER & CHEAPER

Today's new homes are built to the latest environmental standards, so they're not only better for the planet, they're also cheaper to run. As well as reducing carbon dioxide emissions, the energy efficiency of new homes means you could save up to £1,400 a year on utility bills, compared to a Victorian equivalent.

LESS CHAIN, LESS HASSLE

With no need to wait for existing owners to move out, you can move into a new home as soon as it's complete. This reduces the house buying chain and the stress and uncertainty that is often associated with moving.

MORE FOR YOUR MONEY

New homes are built to a much higher specification than the majority of older homes, so you get more for your money. Central heating, double glazing and high standards of roof, floor and wall insulation are all included in the price. Standard features often include fitted kitchens with integrated appliances and stylish bathrooms and cloakrooms.

PEACE OF MIND

The quality of house building has improved significantly in recent years, with around 90% of home buyers declaring themselves satisfied with their new homes,

according to the most recent industry survey.

Many house builders also provide a comprehensive customer care service, and new homes come with a 10 Year Home Warranty for additional peace of mind.

"For many, buying new means they have the knowledge that their new home has been built to the latest standards, backed by a 10-year structural warranty. Their personally selected kitchens and bathrooms reflect latest products and innovation. Others are attracted by the energy efficiency and cost savings of running a new home. In addition, a range of support schemes – from the Government's Help to Buy scheme to our own support schemes, such as Part Exchange – also help to make the move a little easier."

-Ted Ayres, Chief Executive at Bellway

WHY IT'S SMARTER TO BUY NEW



THE PRICE
IS RIGHT



GREENER
& CHEAPER



LESS CHAIN
LESS HASSLE



MORE FOR
YOUR MONEY



A WISE
INVESTMENT

WHY BUYING NEW MAKES PERFECT SENSE

SPOILT FOR CHOICE

New homes offer something for everyone. There are countless designs and styles to choose from in all price ranges. Many builders also offer a bespoke service to choose decorations, fixtures and fittings or extra items at an additional cost.

A WISE INVESTMENT

Owning a new home could well be one of the best investments you ever make. Of course, house prices can go up or down, but it's easy to see why so many people feel that buying a new home, particularly with all the help that builders can provide, was their best move ever.

planet, they're also cheaper to run. As well as reducing carbon dioxide emissions, the energy efficiency of new homes means you could save up to £1,400 a year on utility bills, compared to a Victorian equivalent.

"Designing for a new residential building in a city with the cultural diversity and international appeal of London calls for a focus on integrated residential amenities and home layouts that meet the aspirations of various aspiring residents. Residents in new builds want to feel like they are part of a unique work of architecture, something that is identifiably theirs."

**-Ben van Berkel,
Founder Principal Architect
at UNStudio**

"We invest heavily in design, ensuring better use of space and tailoring homes for the requirements of modern living. New build homes are built to ever increasing regulatory standards on quality, which are then complemented by long warranty periods. Energy performance is continually improving, resulting in material cost savings for customers in comparison to older properties, and benefitting the environment too. With a growing housing shortage across the country, buyers increasingly find that new build homes are the better designed, more durable and cost-effective option."

-Greg Hill, Deputy Managing Director at Hill

WHY BUY NEW

STRUGGLING TO PUT AN OFFER ON A HOUSE? THEN TAKE A LOOK AT OUR NEW HOME OFFERS



FEAR NOT.

THERE ARE MORE WAYS THAN YOU THINK TO BUY NEW

When you're looking to buy a new home, there are times when things can start to seem like an impossible dream.

But fear not. Buying a new home gives you a number of options that can make the ultimate goal of home ownership more affordable and completely achievable.

HELP TO BUY

Help to Buy is the incredibly popular Government-backed initiative designed to help people buy a home. So far, nearly 50,000 house hunters have taken advantage of it to help them take their first or next step on the property ladder.

And it's not just one scheme. There are a range of options available through Help to Buy,

so whether you're a first time buyer or moving home, there could be a scheme for you.

These include:

- Help to Buy Equity Loans
- Help to Buy Shared Ownership
- Help to Buy Mortgage Guarantee

PART EXCHANGE

A number of house builders operate Part Exchange schemes, whereby they buy your existing home from you for the market value, allowing you to invest in a new home.

The service aims to provide a quick and stress-free move by taking away the hassle involved in selling your own home. Part exchanging means there's no chain involved and the vendor has a guaranteed sale.

It also cuts out estate agents' fees.

SHARED EQUITY

Many house builders offer low interest Shared Equity schemes. These are schemes whereby, instead of paying 100% of the property price, buyers can pay up to 25% less while still owning 100% of their home. The builder 'keeps' the other share of the house, meaning the person buying only needs to get a mortgage of say 75% of the value of the home, meaning a smaller deposit and mortgage.

Of course, the low interest equity loan will need to be repaid, often when the house is sold or after a certain number of years, but it allows people to get a foot on the ladder.

WAYS IN WHICH TO BUY NEW



HELP TO BUY



PART EXCHANGE



SHARED EQUITY

FEAR NOT.

THERE ARE MORE WAYS THAN YOU THINK TO BUY NEW

SHARED OWNERSHIP CASE STUDY

Sian never thought she would ever be able to buy a property in her home village of Hilmartin yet it was something she had always dreamed of. So naturally, when she heard about a development of new houses being built in the local area and that some homes would be available through Shared Ownership, it immediately grabbed her interest. She had grown up and lived almost all her life in the charming Wiltshire village. Now the 40-year-old veterinary nurse wanted to have a bit more financial security for her two daughters growing up, Lauren and Abi. Buying a new house through Shared Ownership meant Sian would be able to afford the mortgage on a three-bedroomed house. As Sian said: "I bought a 40% share in the property and the monthly payments are really affordable. Having a smaller mortgage also means I'll be able to pay it off sooner."

Something else Sian is delighted with is living in a new build property which is saving her even more money. She explains: "It's eco-friendly so our monthly energy bills are so much cheaper." Sian is just one example of how Shared Ownership can help all kinds of people get on the property ladder when they can't afford a full

mortgage all at once. Lauren and Abi now have their own bedrooms as well as go to the local school as Sian did herself many years before. Shared Ownership helped Sian realise her dream of having her own home in the village she grew up in. As with other Help to Buy schemes, it's no wonder many house buyers are turning to Shared Ownership to realise their own dreams of buying a new house.

"The affordable new home is now going to be more readily available with the announcement by the Government of increased funding for Shared Ownership. With mortgage finance that only require a 5% deposit of the share being purchased and the opportunity to defer stamp duty land tax, the keys to a new home have seldom been more affordable. For both first time buyers as well as families who need to trade up to a larger home, shared ownership can provide the answer for those buyers who are otherwise unable to afford to access the open market for a new home."

-Stephen Dwelley, Director at Share to Buy

"Choosing a brand new home can save buyers time, money and stress. Housebuilders offer a range of helpful incentives to make moving much easier and more affordable, such as Help to Buy and Part Exchange. With a brand new home, there's no worrying about expensive repairs that often come hand-in-hand with an older property.

Modern energy-efficient central heating, insulation and double-glazing mean that a new home is cheaper to run. A new-build property could offer savings of 73% on fuel bills compared with an updated Victorian house of a similar type."

-Kevin Belsham, Sales and Marketing Director at Taylor Wimpey

WHY BUY NEW

FINDING IT DIFFICULT
TO GET A FOOT
ON THE PROPERTY LADDER?
WE'LL GIVE YOU A
LEG UP



HELPING YOU TO TAKE THE FIRST STEPS ON THE PROPERTY LADDER

For young first-time buyers, getting on to the property ladder and buying their first home can seem like a daunting, if not impossible, task. And the main barrier for most is the dreaded deposit. There's no way around it, saving enough of a deposit requires time and patience.

But, what if you didn't have to save as much as you thought?

That's where buying a new build home becomes the sensible option.

But what are my options?

HELP TO BUY: EQUITY LOAN

In an attempt to make homeownership affordable again, the Government introduced the Help to Buy: equity loan scheme.

Put simply, the scheme allows you to buy a new build home with just a 5% deposit, which is then topped up by 20% in the form of an equity loan from the Government, effectively giving you a 25% deposit. Not only does this make a new home affordable for you, it also gives you more flexibility with mortgage options that could lead to you getting a better interest rate and result in lower monthly repayments.

For the first five years in your new home, you won't be charged fees on the equity loan. After that, you will pay

a fee of 1.75%, rising annually by the increase (if any) in the Retail Price Index (RPI) plus 1%. At any point during those first five years you can pay back the loan amount, otherwise the balance is paid when you sell your home.

HELP TO BUY ISA

In March 2015, the Government introduced the new Help to Buy ISA to help first time buyers save for a deposit.

The premise is simple. If you are a first time buyer and save up to £200 a month towards your first home with a Help to Buy ISA, the Government will boost your savings by 25%. So, for every £200 you save towards a deposit, the Government will top it by an extra £50 to a maximum of £3,000, meaning if you save £12,000, with the Government top up you'll have £15,000 for a deposit. Accounts can be opened with an initial deposit of any amount up to £1,000, again matched by a Government top-up.

Accounts are limited to one per person rather than one per home – so those buying together can each receive a bonus, and are available to individuals who are 16 and over. The bonus will be available on home purchases of up to £450,000 in London and up to

£250,000 outside London and will be paid when you buy your first home.

House builders and the Government are constantly looking at ways to make homeownership an achievable and realistic aspiration for first time buyers. For instance, there are further shared equity and shared ownership schemes available at certain sites, and many builders will have different deals and offers available to help make moving home as simple and affordable as possible.

Other new schemes are also currently in the process of being consulted on and brought to the market.

To keep up to date with what options are available or to find out more information on any of the above, go to www.new-homes.co.uk or ask a sales advisor on a house building site near you.



HELP TO BUY

HELPING YOU TO TAKE THE FIRST STEPS ON THE PROPERTY LADDER

FIRST-TIME BUYERS CASE STUDY

When Telford residents Samuel Brant and Kathy Cook decided to move in with each other, it meant taking their first step on to the property ladder. One of the first challenges was getting enough money together for a deposit on a new house. After doing some research, the first-time buyers found that the Help to Buy Equity Loan scheme could be a way of doing that. It also allowed them to look at a wider range of properties they otherwise wouldn't have been able to afford. As Samuel said:

"The Help to Buy scheme allowed us to widen our horizons when we were shopping around and it gifted us some financial breathing space."

Knowing they could apply for the Help to Buy Equity Loan, they soon found an ideal house which was near to their friends and family as well as their work in Telford. The new build property, part of Taylor Wimpey's Millennium Village development in Ketley, had everything they were looking for.

The Help to Buy: Equity Loan scheme meant that after fulfilling the required criteria and putting down a 5% deposit, Samuel and Kathy then received a government loan of 20% giving them a very welcome 25% deposit for their dream three-bedroomed house. This larger deposit also allowed them to get better mortgage terms.

With their equity loan interest free for the first five years, they could enjoy all the benefits of their brand new house with extra peace of mind. For first-time buyers such as Samuel and Kathy, Help to Buy made all the difference getting on the property ladder.

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WHY BUY NEW

NO MAINTENANCE,
LOWER BILLS,
MORE TIME
FOR YOURSELF.
**THE UPSIDE
TO DOWNSIZING**



HOUSING IN LATER LIFE THE FIRST TIME YOU'VE GOT REAL OPTIONS

So the kids have flown the nest and you're starting to think about your future. For the first time in however many years, your home is your own. This is your chance to find a home that's designed especially for you from top to bottom; a home that incorporates brand new appliances and the latest in energy efficiency technology, so reducing your monthly bills. It's also a great opportunity to release some well-earned equity.

Well, look no further than a new build home.

Whether you're looking for specially designed retirement properties, or if you'd just like to downsize to something that will better suit your needs, new homes give you a range of alternatives. And with a number of great options to help make your move easier, from part exchange schemes, equity release options, help with moving costs, and qualified sales advisors on hand to help you at every step of the way, moving to your next home may not be as daunting as you thought.

ADAPTING TO YOUR NEEDS

Just because you don't need 3 or 4 bedrooms anymore, doesn't necessarily mean you want a smaller home.

With a new home, you need not compromise. We listen to our customers and we know that downsizing doesn't necessarily mean less space, rather it's about providing you with the right sort of space. Rather than downsizing, it's better to think 'rightsizing' or 'smartsizing'.

Everything in your new home will be brand new, designed for modern living, and chosen to ensure your home remains energy efficient and cheap to run.

To find out more about a new home designed around your needs, talk to a sales advisor or find a builder near you at www.new-homes.co.uk.

RETIREMENT LIVING

There are a number of specialist developers who deal with the over 60s (and sometimes over 55s) and are focused specifically on the lifestyles

of people just like you, giving you and your family security and peace of mind.

These retirement properties offer the perfect mix of independent living and an active lifestyle amongst like-minded people who can quickly become good friends and part of your social life. Varying levels of support are also on hand if and when required to add to you and your family's peace of mind.

Retirement apartments are secure, easy to manage and are economical to run. They offer the privacy and comfort of being in your own home surrounded by your own possessions and being able to look out over an immaculately maintained garden knowing that you never have to mow the lawn or do the heavy chores ever again!

Within a few weeks of moving into a retirement property, an overwhelming proportion of buyers state that they wished they had made the move earlier.

WHY A NEW BUILD IS BETTER FOR YOU



BRAND NEW APPLIANCES



RELEASE EQUITY



SMARTSIZING



REDUCE MONTHLY BILLS



ENERGY EFFICIENT

For more information about new homes, please speak to a Sales Consultant or visit www.new-homes.co.uk

HOUSING IN LATER LIFE THE FIRST TIME YOU'VE GOT REAL OPTIONS

Downsizing after retirement case study

When Mr Austin visited his brother in South Africa, he was very impressed by the retirement village his brother lived in. So impressed in fact, that as soon as he returned home, he immediately began looking for a similar place for his wife and himself. Mr Austin and his wife, recently retired, had already been thinking about downsizing and moving into a property that was more adapted to their present and future requirements. They looked at a number of places before settling for The Croft in the charming village of Baston in South Lincolnshire. Built exclusively for those over 55, The Croft is a development comprising of 49 new houses. Mr and Mrs Austin are now delighted they made the move and are very happy with their new surroundings. As Mr Austin said: "We are enjoying our new home very much. Our bungalow completely lives up to our expectations and we love living here."

The development has a 'Club House' which is used a residential centre. It's a place where residents can meet up with friends and family or else just be a place they can relax and have a tea or coffee. By buying a new house in a custom built retirement complex, it's allowed Mr and Mrs Austin to personalise their

home. An example of this is the Citigrass they've installed, a type of artificial lawn. It's weed free and needs minimal maintenance which particularly appealed to Mr Austin. They've also extended their patio. Mr and Mrs Austin's situation is typical in showing that 'downsizing' for retirement can mean many things. By finding the right property, as well as it being a good move financially, it can be a chance for improving your overall quality of life. Mr and Mrs Austin would certainly agree with that.

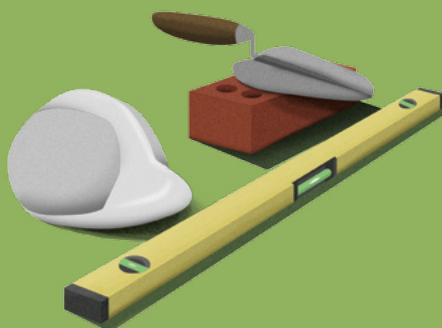
"For those downsizing to a new build retirement property, there are many upsides. You can find a home that's designed especially for you in later life and experience greater companionship, living among friendly neighbours. And as well as helping to maintain independence, it's also a great opportunity to release some well-earned equity. So rather than downsizing, it's better to think of 'rightsizing' or 'smartsizing' to your brand new home."

-Clive Fenton, Chief Executive Officer at McCarthy & Stone

For more information about new homes,
please speak to a Sales Consultant or visit www.new-homes.co.uk

WHY BUY NEW

WHAT HAVE HOUSE BUILDERS EVER DONE FOR US?



THE HIDDEN BENEFITS OF HOUSE BUILDING

You'd be excused for thinking that when it comes to house building, all that was provided was, well, new homes. But, the creation new homes also delivers significant social and economic benefits to communities.

There are many ways in which house building contributes to the wider economy. This ranges from such things as the extra tax receipts to fund public services locally and nationally; the extra jobs created; the millions of pounds that go towards new schools or playgrounds; and the millions of trees and shrubs planted every year.

To meet the country's housing needs, every local authority needs to build on average around 750 new homes each year, spread across all its towns and villages. Providing these will not only provide our next generation with decent homes, but would also deliver huge benefits to existing residents and communities.

Building 750 new homes will generate:

- **30 apprentices, graduates and trainees**
- **£1.2m towards improving local schools and education**
- **3,225 total jobs**
- **£964,500 in extra council tax**
- **34,800 trees and shrubs planted**

SO, WHAT ARE HOUSE BUILDERS DOING FOR YOU?



£12.5bn invested in land and buildings for homes.
6.5m trees and shrubs planted or retained



£1.4bn of tax paid (Stamp Duty Land Tax, Corporation Tax, NI, PAYE, and Residents' Council Tax)



£5.5bn spent on suppliers (90% of which stays in the UK)



£3.1bn of new 'affordable housing'



£19.2bn of economic output



£131m invested in open space, community, sport and leisure facilities



Over 600,000 jobs – 233,000 directly employed in the industry



80% of construction waste recycled



4.3 jobs for every home built



£576m for infrastructure (including £255m on schools)



3,700 apprentices, 400 graduates and 500 other trainees each year



£3.8bn spent by new residents in local shops and services (£705m is spent to make each house "feel like home")

THE HIDDEN BENEFITS OF HOUSE BUILDING

Major investment into the regeneration of major city areas such as Manchester Victoria, Birmingham New Street and King's Cross in London has not only provided many hundreds of new homes, but also a wealth of job opportunities, amenities and public spaces to support the rejuvenated neighbourhoods.

New build developments can also give new life to areas that have fallen into decline or are no longer of use for their original purpose.

One example of this is the Heyford Park development, around six miles from Bicester. Built on an airfield which had lain derelict for many years, it is being re-used to provide hundreds of new homes, while also retaining many original heritage buildings and features.

Government policy has led to many such ex-military sites across the country being regenerated in a similar fashion, along with those formerly used by councils, the NHS or police service, for example. Recently, plans were announced plans to build around 10,000 new homes on a dozen railway sites, adding conveniently located housing to updated stations and disused ground.

The regeneration that new build properties bring can also be seen in the building of the UK's

first garden city for over 100 years. Situated in Ebbsfleet Kent, 950 new houses will be built initially, with plans for an additional 15,000 new homes being built later as Ebbsfleet Garden City continues to grow. Other new villages and towns of similar character are set to be announced across the UK.

Many housebuilders work closely with local councils to ensure the very best development is built for the local community, as much for rural and semi-rural locations as for more populated urban areas. The secret to success is to make the changes in the most appropriate way, for example, using local 'vernacular' property styling and materials, and to the specific needs of each place.

New homes are not only improving standards for individual homebuyers – they are helping to bring a higher quality of life to whole communities.

"The introduction of high-quality new-build housing into an area can be a powerful catalyst for change and focus for regeneration. We've seen neighbourhoods where our teams have worked completely reborn, becoming places where people positively choose to live. The process of physical regeneration is just one aspect of the investment involved in the creation of new, quality homes; housing regeneration often brings with it new roads, parks and play areas and other community facilities, as well as jobs and training opportunities for local people and a revitalised sense of community pride."

-Justine Elliott, National Sales Director at Lovell

"Hastoe's housing schemes are prioritised for local people in perpetuity, keeping local communities thriving and allowing people to continue to live where they call home. Some homes are built to 'Vivohaus standards' a built method that allows for 90% reduction in space heating requirements . This frequently produces heating bills at around 10% of the norm for similar sized houses, but in addition provides a clean, healthy, fresh and above all comfortable living environment."

-Sue Chalkly, Chief Executive at Hastoe Group

