

Seddon Homes News Release

8 July, 2007

Designer kitchens are emerging as top of the new home shopping list for 2007

A DESIGNER kitchen has become the must-have prerequisite among new home buyers at the top end of the market so far during 2007, says a Cheshire developer.

Since the start of the year, prospective purchasers have been citing a trend-setting kitchen with cutting edge, branded, appliances at the top of their shopping lists, says Seddon Homes.

Kitchens that would retail for £25,000 or more being installed in its four and five-bedroomed properties at Tanglewood, Tytherington, have become the biggest draw among prospective purchasers so far this year.

Sales and Marketing Director Denis Maddock said that buyers in this section of the market now expected branded kitchens and appliances throughout. They also considered features such as twin ovens, with more cooking options than the previous standard of a double oven, to be the norm.

Kitchens with high-gloss finishes and fashionable 60mm deep worktops are manufactured and supplied by top-class German firm Siematic. All appliances are by Neff.

Other features include a five-burner gas hob, with high intensity wok burner that doubles for use with a fish kettle. Dishwashers and built-in microwaves are also included.

Denis said: "These days, households spend a great deal of their time in kitchens. Customers have done their homework and their expectations are high.

"They expect the latest kitchen design trends emerging from the continent to be incorporated. The kitchens we are now building have picked up on the latest European features and fashions. We're including 60mm deep worktops whereas others are still building them 38mm deep or less.

"You could say we're future-proofing these new homes by incorporating tomorrow's appliances and designs today.

"Seddon is investing a lot in the kitchens it installs, but it's paying, because the customer gets what he or she wants, and our homes stand out from the crowd."



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Named after a well-known US golf course, Tanglewood will comprise 19 detached properties, just nine of which are available for occupation in 2007. It boasts six different property designs.

Buyers queued up during the night with flasks and sleeping bags before reservations were opened. So far, four out of the nine have been sold.

Denis added: "A designer quality kitchen in a new-build property would have been unheard of only a few years ago. Today, the customer is very well informed and specific about his or her needs, so very quickly the style and quality of the kitchen has become a major part of the buying process."

Tanglewood is one of 16 Seddon Homes sites in the North West, 11 of which are in Cheshire.

Tanglewood properties are priced from £355,000 and the show home is open daily from 10.30am to 5.30pm.

For more information please call 01625 434348 or visit www.seddonhomes.co.uk

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NOTES TO EDITORS

Founded in 1897, Seddon Group is one of the UK's leading privately-owned construction groups. It is now run by the third and fourth generations of the Seddon family.

It directly employs more than 1,700 people on projects including shopping centres, social housing and inner city regeneration work.

Group turnover exceeded £240m in 2006.



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