

ECHO

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homeswales



property matters

Quality will win the day

■ IF asked at the end of last year how I thought things in the property market would be shaping up during the first quarter of 2009 I couldn't have predicted what my response would be.

I'm both pleased and relieved to say that while we're nowhere near back to where things were, we certainly seem to be seeing at least the initial roots of some sort of recovery.

The banks are still not doing enough but the government has started to free them up to at least do something and while we still need them to do more, it is building a newfound confidence in the market.

Buyers are tentatively dipping their toes back into the property market and both estate agents and housebuilders are reporting that levels of inquiries during the last couple of months have markedly increased.

One thing that has become apparent through all this is that purchasers are becoming a lot more discerning in their choices and I think that could potentially lead to problems for some of the larger housebuilders who may have cut back on specification in order to reduce costs and enable them to ride out the storm.

Personally I've always felt that quality will win out in the end and am still convinced that maintaining only the highest specifications will provide a competitor advantage once lending returns to some sort of sensible level.

For those who have been in a position to buy, this current economic climate has provided them with a great deal of power to barter and ultimately ensure they are getting a good deal for their money.

As a company, we have never - and even during these uncertain times still don't - believed in making silly deals that only serve to devalue the quality of our product. But we work hard to ensure our purchasers achieve the best possible outcome to suit their needs.

One thing that has hit home through all this is the need to support other local businesses - through employing local people and using local suppliers, locally sourced materials and products wherever available and appropriate.

As a company, we've been developing homes for communities across South Wales for more than 40 years and this has probably been one of the most difficult challenges we've faced.

But with a challenge comes opportunity - to work even harder to safeguard a reputation that has been long established and achieve a level of quality that is sure to speak for itself as others sadly continue to fall by the wayside.

Tim Grey is director of family-run housebuilder, Llanmoor Homes, which has developments across South Wales featuring properties ranging from 2-bed starter homes to 5-bed executive properties. www.llanmoor-homes.co.uk