

# YVETTE BROTHERTON – QUALITY SELLS



**“When it comes to the new build homes industry, the last couple of years have been quite a challenge, but I feel that developers offering high quality homes in great locations have continued to sell, even through the difficult times. Unfortunately, that doesn’t mean that times haven’t been tough, even for the most renowned housebuilders, and it is great to see the property market achieving some good momentum.**

“The recent Royal Institute of Chartered Surveyors (RICS) housing market survey found that the South East has recorded the highest reading of vendor activity since May 2007 and for the third consecutive month, the new instructions outpaced the new buyer enquiries. Activity is expected to rise over the coming months with more chartered surveyors reporting a rise than a fall in house prices”

“At Appledore Developments, we strive to build homes that are of exceptional quality and I think that this is one of the main reasons for the success we have seen at our most recent developments Regency Place and Mulberry Place;

Regency Place in Tenterden, Kent. We had only just started to pour the foundations, yet all three luxury detached homes sold off plan, proving not only that things are picking up in the industry but also that beautiful quality homes in sought-after locations are still in demand, even if they haven’t been built yet!

Mulberry Place in Brasted, Kent we have just sold out following on from three purchasers fighting it out for the last remaining home! This just goes to show that quality does sell.”

Yvette continues: “Will we see further dips in the housing market as some are predicting? No one knows for sure, I think that as we enter spring there will be a lot more movement in the market but the demand will outstrip the supply even more. We are currently looking for more land in sought after locations to help with the demand for our homes. With our reputation for building quality homes with exceptional attention to detail, no matter what the state of the property market, it has already been proven that our homes will continue to sell.”

**For further information on any of Appledore’s developments, please contact 01732 833535 or visit [www.appledoredevelopments.co.uk](http://www.appledoredevelopments.co.uk)**