

An Isle of Wight couple aim to beat the sluggish housing market with their innovative approach.

Submitted by: Blue Lizard Marketing

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Luxury property developer Peter Dale and his wife intend to sell their newly built Church View House in Shalfleet in a way which circumvents the current sticky housing market, but still offers both vendor and purchaser a 'win-win' approach.

Construction on this stunning, bespoke house was completed in January 2012 by the owners, Peter and Pam Dale, using Isle of Wight Bembridge Ledge stone to match the Norman church across the lane. As you would expect, Church View House (<http://www.churchviewhouse.co.uk/index.php>) is to a high specification, incorporating triple glazed windows, eco lighting, heating and hot water systems throughout.

The house (<http://www.churchviewhouse.co.uk/churchviewhouse.php>) has been designed to offer very flexible living accommodation over 3 floors. This includes an upstairs sitting room & 5 bedrooms (2 en-suite) plus a family bathroom. Discreet solar panels provide hot water and an air-source heat pump supply the under-floor heating & radiators.

Set in a conservation area, in the village of Shalfleet (<http://www.churchviewhouse.co.uk/surroundingarea.php>) the house is within a short walking distance of the National Trust medieval Shalfleet Quay, offering boat mooring. Shalfleet is an archetypal English village with a shop, post office, Inn and school set in the lovely West Wight countryside (<http://www.churchviewhouse.co.uk/isleofwight.php>); yet only 5 miles drive to Newport.

There is also planning permission already in place for a detached car barn and the property comes complete with a 10 year structural warranty for complete peace of mind.

The couple will be selling this stunning property in what only can be described as a 'dream competition'. They are currently selling tickets for the property draw for just £10 each from a dedicated website at www.churchviewhouse.co.uk (<http://www.churchviewhouse.co.uk>). The lucky winner will walk away with the property and a chance to change their lives and those of their family immediately. So far, Peter and Pam have both been overwhelmed by interest in their property and this more unusual approach they have chosen to adopt.

Peter comments: "Our inspiration for selling the property in this way is the 'feel-good' factor it brings. Rather than selling the property in the normal way, we thought this would offer someone the chance to live here who could never normally have afforded to or who couldn't justify the move, but who would really love to live in the house. That would be great. "

Selling the house in this manner offers Peter and Pam the opportunity to beat the sluggish housing market within a defined period of time and ensures they do not get caught in the ever increasing issues with 'chains' or mortgage applications being experienced by many house vendors and purchasers. As Peter commented, it also appeals to them personally as a way of bringing a little light to those caught in the housing market. This luxury property is appealing to a wide audience already and as Pam adds: "We both thoroughly enjoyed building the property and took time and effort in making it 'just right'. The location is stunning, being both rural, but remaining within the Shalfleet community and all it offers.

It is also close to tranquil and picturesque Shalfleet Quay. All in all, we are delighted with the property which offers the perfect lifestyle and accommodation. To me, to offer it via estate agents did just not do it justice and seemed impersonal. The competition is our way of keeping the sale personal to us and of bringing some feel-good spirit to people in a time of economic doom and gloom.”

To enter the draw, you simply need to visit the properties website at www.churchviewhouse.co.uk (<http://www.churchviewhouse.co.uk>) and watch a brief video telling you more about this stunning property, answer 4 simple questions about Church View House, pay your entry fee and if you answered 3 of the 4 questions correctly you are automatically entered into the draw, which takes place in January 2013, its' that simple. You can also enter as many times as you like, increasing your chances of winning this stunning property.

If enough tickets aren't sold then the draw still takes place but with the winner receives a substantial cash prize instead. But with a limited number of tickets available for this luxury home, sale of all the tickets is expected to be completed well before the draw date.

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