



NEWHOMESUPDATE



Colin Tutt, Octagon's CEO, is looking post-referendum towards satisfying a new section of buyers who aspire to live in an Octagon home.

I am writing this pre-EU Referendum, when it appears the residential property market is having what my industry colleagues term 'a pause'. But by the time this magazine is in our offices, we will all just about know the way the voting has gone. Either way, I am glad it will shortly be behind us, and we can get on doing what is desperately needed in this country, building and selling new homes to a broad range of buyers.

Meantime, rather encouragingly, we have chalked up a few significant sales in the last month, including one of our top of the range super homes in Totteridge, North London and a new country house with pony paddock outside Farnham in Surrey. The purchasers in both cases have come from that nearly forgotten market sector, UK-based families who genuinely want to move. They were seeking new homes where they plan to be permanently based, within a community they already know well, and as they have children, with excellent schools nearby.

This is good news for Octagon, and I believe no small part due to our brand strength. Agents always report that our name and reputation is a great reassurance to buyers when they are contemplating such a major purchase.



Recently sold: Cavendish House, Octagon's magnificent 8-bedroom mansion in Totteridge, North London

So looking beyond high summer, I predict that house sales will proceed at the same leisurely rate, the best getting snapped up more quickly than the less than perfect. We will continue to design and build just a limited number of properties this year, and for the foreseeable future, for those people fortunate to be able to afford the very best.

But a final word, we are not ignoring the future groundswell of house hunters who really aspire to own an Octagon home. Next year will see the emergence of some new homes that are designed to appeal to young professionals on their way up, or even mature down sizers still seeking a stylish nest. They will have all our quality hallmarks, but be slightly more compact with manageable gardens, and therefore in a lower price band. So hopefully, good news all round.

Talk to the New Homes Specialists
Innovative solutions in a crowded marketplace

Contact our dedicated new homes office 020 8879 9099
www.lauristons.com

