





# Together, we make your home

When it comes to designing a new development, we apply the same philosophy every time – make it unique, make it personal. That's because we understand your new home is more than simply bricks and mortar. It's a private place of sanctuary where we hope you'll laugh, entertain and escape for many years to come.

"We have over 50 years of building expertise, find out more about us on page 4"



#### 5 stars!

We're proud of our 5 star builder status awarded by the national Home Builders Federation (HBF). It's a reflection of our commitment to delivering excellence always and putting our customers at the heart of all we do.



About Persimmon Homes	4
Your journey with us and schemes to help	6
Living at Appleyard Park Phase 2	8
Our homes	10
Specifications	34
Sustainability	36
Personalise with Finishing Touches	38
Reasons to buy from us	40



# A little bit about us

You're about to make one of the most exciting investments of your life! A beautiful place to call home for years to come. Here are some reasons to invest in a Persimmon home...

#### Over 50 years of expertise

We've been building homes and communities since the early seventies, and just as fashions have moved on, so too has construction. Over half a century we've perfected processes, fine-tuned materials and honed skills to make us one of today's most modern and progressive home builders.

#### Sustainability mission

We're committed to reducing our impact on the planet and building for a better tomorrow, with a dedicated in-house team focused on this. **Read more on page 36** 



# Persimmon plc in numbers

It's not all about numbers we know, but to give you sense of scale here are a few:

10,664

homes delivered in 2024 200+

locations across the UK 4,731

direct employees make it all happen 484

acres of public space created £2.2bn

invested in local communties over the last 5 years



#### The Persimmon Pledge

The Persimmon Pledge is our commitment to making sure you receive exceptional customer service and relevant communications before, during and after you've moved in.

Find out more about the Persimmon Pledge.



#### **Accessible homes**

It's crucial that your new home works perfectly for you and your needs. We build in line with Approved Document M accessibility requirements.



Scan the QR code to find out what each rating means.



#### Happy hour

We run Customer Construction Clinics from our on-site sales offices each Monday from 5-6pm. Pop in to see the team both during and after you've moved in to your new home.

# "Building sustainable homes and community hubs"

#### Save money on your energy bills

The increased thermal retention from our insulation and double glazing, along with reduced water use thanks to efficient appliances, mean you'll automatically save money on your energy and water bills — and with the rising cost of living, this can make a real difference.



Take a look at the recently published HBF Watt a Save report to find out how much you could save.

#### Giving back

We do everything we can to give back to our communities and proudly contribute towards community hubs, children's play areas, schools and sports facilities.

Our 'Community Champions' and 'Building Futures' programmes help to raise funds for projects and charities across Great Britain. If you'd like to get involved visit persimmonhomes.com/community-champions to see if you could apply to support your local community.



# Help when you need it

You'll have a dedicated customer care helpline, plus cover for emergencies like complete loss of electricity, gas, water or drainage.

#### 10-year warranty

When you buy a Persimmon home it comes complete with a 'peace of mind' 10-year insurance-backed warranty and our own two-year Persimmon warranty.

#### **Finishing Touches**

We know you'll want to make your home your own, so we created 'Finishing Touches', our home personalisation service. **Read more on page 38** 





#### With you all the way

# Your journey with us

From finding your perfect new home to moving in, we're here to help every step of the way.

#### Reservation

So you've seen a home you love? Speak to one of our friendly sales advisors who will help you secure your dream home.

#### **Solicitor**

You'll need to instruct a solicitor or conveyancer at the point of reservation. Your sales advisor can recommend a local independent company.

#### Mortgage application

Most people will need to apply for a mortgage. We can recommend independent financial advisors to give you the best impartial advice.

#### Personalise!

The bit you've been waiting for! Making the final choices for your new home. Depending on build stage you can also choose from a range of Finishing Touches.

#### **Exchange contracts**

One step closer to moving in - this is where we exchange contracts and your solicitor will transfer your deposit.

#### **Quality assurance**

Your home will be thoroughly inspected by site teams and will also have an Independent Quality Inspection to make sure it's ready for you to move into.

#### Home demo

Another exciting milestone! Here's where you get to see your new home before completion. You'll be shown how everything works and any questions can be answered.

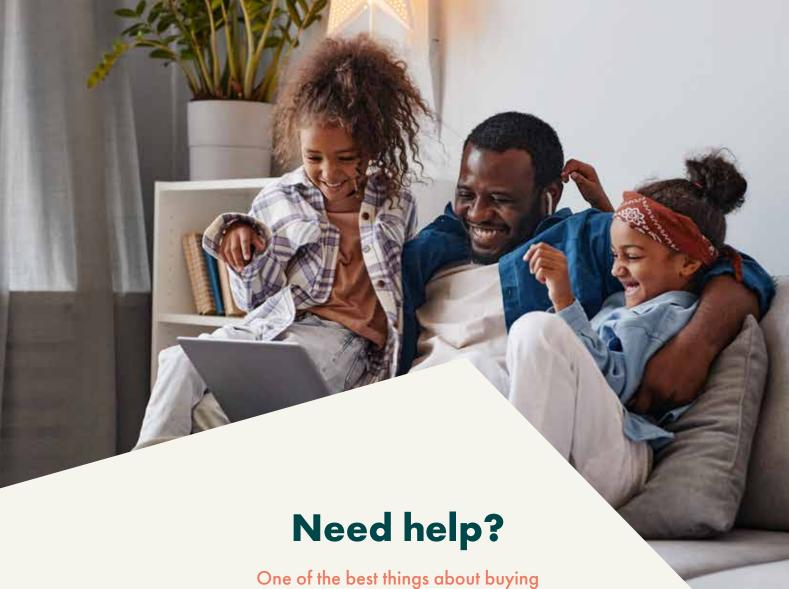
#### Handover

The moment you've been waiting for! The paperwork has been completed, the money transferred and now it's time to move in and start unpacking...

#### After-care

Our site and customer care teams will support you every step of the way. You'll receive a dedicated customer care line number to deal with any issues.

persimmonhomes.com



One of the best things about buying a new-build home is the amazing offers and schemes you could benefit from. T&Cs apply.













**Deposit Boost** 





#### Fleckney • Leicestershire

# **Appleyard Park Phase 2**

Offering the perfect mix of location and lifestyle, Appleyard Park is our collection of two, three and four-bedroom homes in the lovely village of Fleckney.

With every day amenities on your doorstep as well as great commuter links, Appleyard Park Phase 2 is ideal for first time buyers, growing families and downsizers alike. There are plenty of green spaces surrounding the village; perfect for an afternoon stroll or walking the dog.

#### Designed with community in mind

As part of the new site, Persimmon is investing more than £3.1 million into the local area to help improve education, public transport and healthcare facilities. An estimated £213,000 has been set aside to help improve community facilities, more than £68,000 towards a highways contribution and a further £1.9 million will go towards education in Fleckney.

#### Easily within reach

Appleyard Park Phase 2 is conveniently located close to the A6, A47 and M1 making it ideal for commuters. The closest train station is Leicester which can be reached in under 30 minutes. From here you can travel to all UK destinations and trains to London St Pancras take approximately 90 minutes.

#### Well-respected schools nearby

Families with children will be pleased to know that Appleyard Park phase 2 is close to a number of well-respected schools, including Peter Pan pre-school (1.5 miles), Fleckney C of E Primary (1.7 miles), and only slightly further away, Stoneygate school (5.9 miles) and Leicester Grammar school (4.6 miles).

#### **EXPLORE**

Start exploring...

Market Harborough
8.9 miles

Leicester **9.3 miles** 

Corby

17.8 miles

Northampton **25.4 miles** 

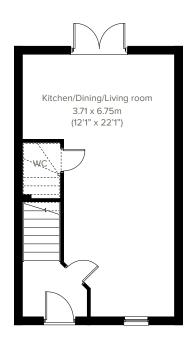


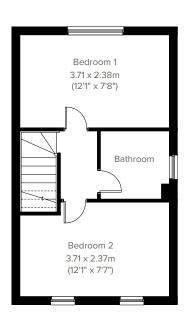






Modern living at its best, the Morden's open plan kitchen/dining/living room is bright and ideal for the way we live today. Upstairs there are two nicely-proportioned bedrooms and a family-sized bathroom. Perfect for first-time buyers and young professionals.





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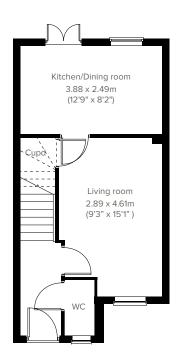


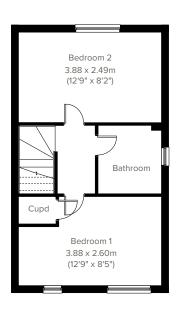


The Alnwic

2 bedroom home

Perfectly-proportioned, the Alnwick has a stylish open plan kitchen/dining room with French doors leading into the garden, two double bedrooms, a good-sized living room and off-road parking. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.





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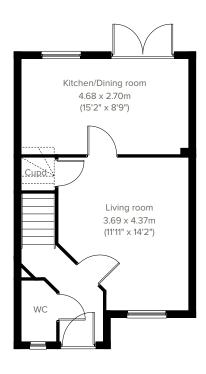
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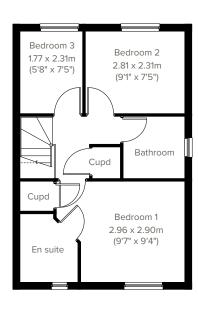
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The popular Hanbury is a three-bedroom family home with a bright and modern open plan kitchen/dining room with French doors leading into the garden. The downstairs WC, three handy storage cupboards and en suite to bedroom one mean it ticks all the boxes for practical family living.





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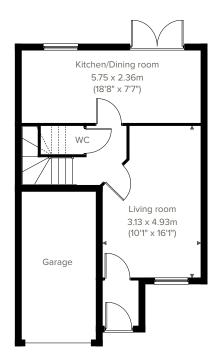
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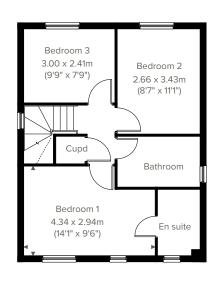
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A thoughtfully-designed three-bedroom home with much to offer, the Rufford is popular with families. The bright and modern open plan kitchen/dining room with French doors leading into the garden is ideal for entertaining and family meals. The front porch, inner hallway, downstairs WC and cupboard takes care of everyday storage. Plus there's an en suite to bedroom one, family bathroom and integral garage.





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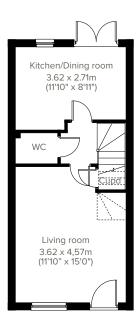
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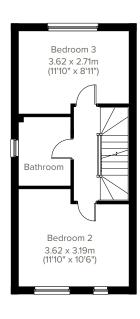
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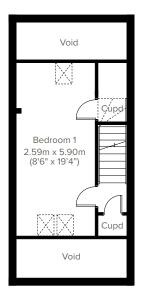




Made for modern living, the Bickleigh has a modern open plan kitchen/dining room, spacious living room and three good-sized bedrooms. The top floor bedroom one has a spacious en suite. The enclosed porch, downstairs WC, three storage cupboards and off-road parking means it's practical as well as stylish.







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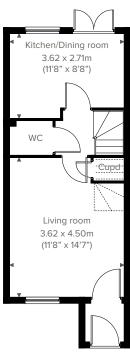


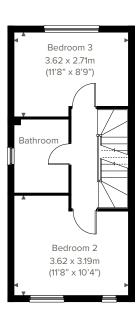


The Souter

3 bedroom home

An attractive three-storey, three-bedroom home, the Souter has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms; the top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, two storage cupboards and off-road parking means it's practical as well as stylish.







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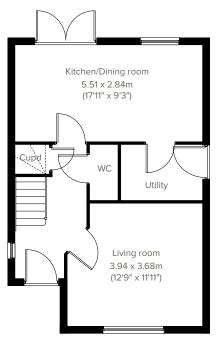
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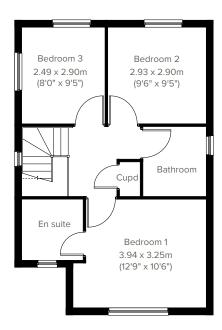
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Enjoy the best of modern living in this popular three-bedroom home which benefits from a stylish kitchen/dining room with French doors leading into the garden. There's a spacious front-aspect living room, downstairs WC and handy utility room with outside access. Upstairs there are three good-sized bedrooms - bedroom one has an en suite - a family bathroom and a further storage cupboard.





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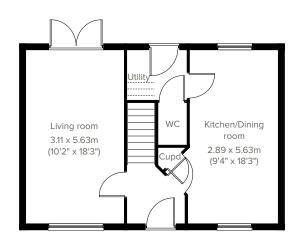


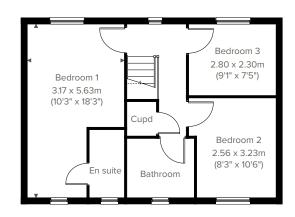


The Claytor

3 bedroom home

A superb family home, the Clayton features a stunning open plan kitchen/dining room and equally impressive living room with French doors opening into the garden. A utility room with outside access, WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find three bedrooms, including a large bedroom one with en suite, a family-sized bathroom and another handy storage cupboard.





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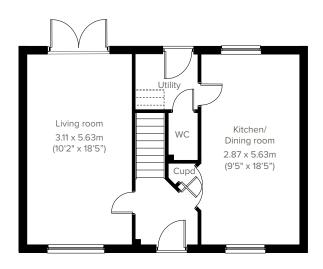
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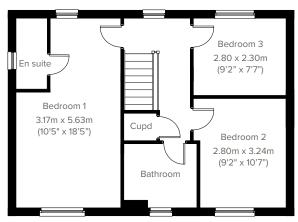
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A fantastic family home, the Clayton-A features a stunning open plan kitchen/dining room and equally impressive living room with French doors opening into the garden. A utility room with outside access, WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find three bedrooms, including a large bedroom one with an en suite, a family-sized bathroom and handy storage cupboard.





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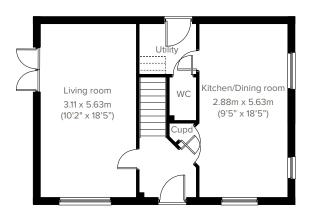
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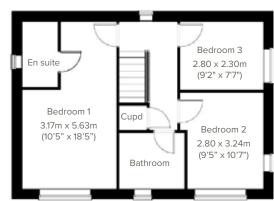
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A superb family home, the Beech features a stunning open plan kitchen/dining room and equally impressive living room, with French doors opening into the garden. A utility room with outside access, WC and storage cupboard ensure it's practical as well as stylish. Upstairs you'll find three bedrooms, including a large bedroom one with an en suite, a family-sized bathroom and handy storage cupboard.





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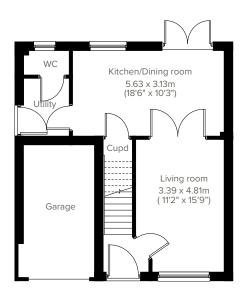
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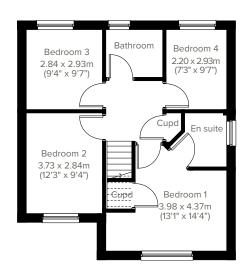
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The Roseberry is a superb detached home with an integral garage and a good-sized living room with double doors leading into a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too, with a utility with outside access, downstairs WC and three storage cupboards. The large bedroom one has an en suite, with the spacious landing leading on to three further bedrooms and the main family bathroom.





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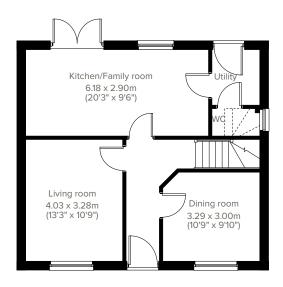
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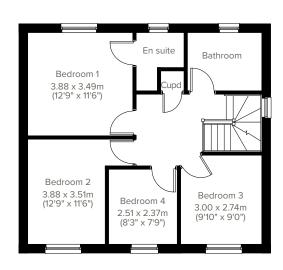
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A popular family home, the Chedworth ticks all the boxes. The modern and stylish open plan kitchen/ family room is perfect for spending time as a family and entertaining. There's also a well-proportioned living room, separate dining room, downstairs WC and handy utility with outside access. Upstairs there are four bedrooms - bedroom one has an en suite - a large family-sized bathroom and a storage cupboard to the landing.





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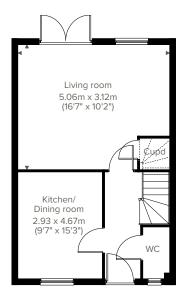
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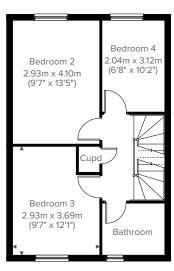
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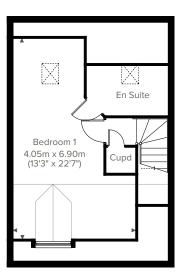




Modern three-storey living at its best, the Leicester is a four-bedroom home ideal for families. It features an open plan kitchen/dining room, a light-filled living room with French doors leading into the garden, plus a handy under-stairs storage cupboard and WC. The first floor has three good-sized bedrooms and the main family bathroom, and on the top floor, there's an impressive bedroom one with en suite.







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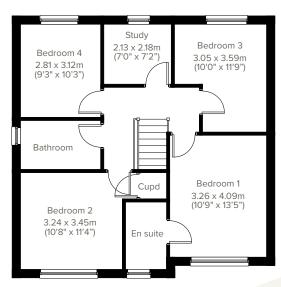
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Ideal for family life, the Winster is a beautiful four-bedroom detached home. The open plan kitchen/dining room is spacious and bright with French doors leading onto the garden - perfect for gatherings with friends and family. It comes complete with an integral single garage, separate study, utility with outside access, downstairs WC and an en suite to bedroom one.





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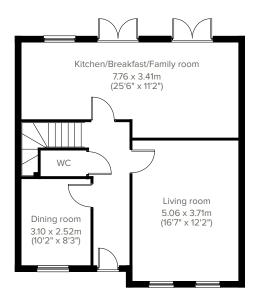
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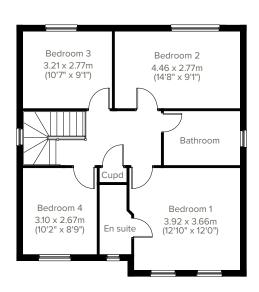
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Perfect for family life, the Mayfair is an attractive four-bedroom detached home. The open plan kitchen/breakfast/family room is spacious and bright, with French doors leading onto the garden - perfect for gatherings with friends and family. It comes complete with a downstairs WC, separate dining room, en suite to bedroom one and storage cupboard to the landing.





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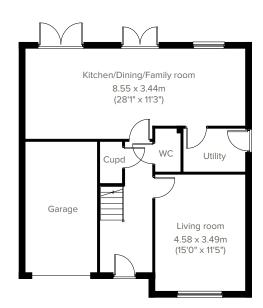
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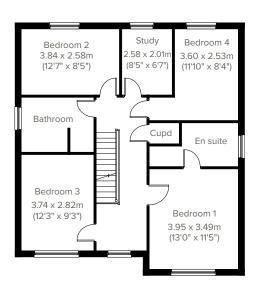
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Spacious, modern living at its best, the Harley is a four-bedroom home that comes complete with a downstairs WC, utility room with outside access, storage cupboard, separate front-aspect living room and a spacious open plan kitchen/dining/family room - the perfect place to entertain family and friends. Upstairs there are four bedrooms - bedroom one with en suite - a separate study, a cupboard to the landing and a family bathroom with modern fixtures and fittings.





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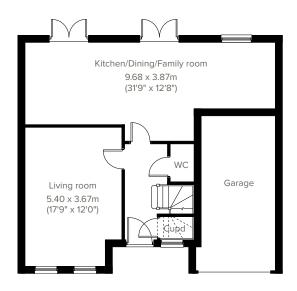
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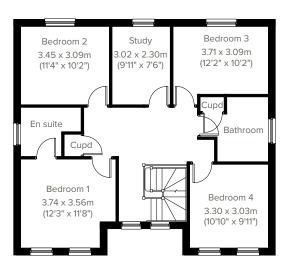
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The Chillingham is an impressive four-bedroom detached property. The open plan kitchen/dining/family room is spacious and bright with double French doors leading onto the garden - perfect for entertaining friends and family. There's also a spacious front-aspect living room, storage cupboard, downstairs WC and an integral garage. Upstairs the generous landing leads to extra storage cupboards, four good-sized bedrooms - bedroom one has an en suite - and a separate study.





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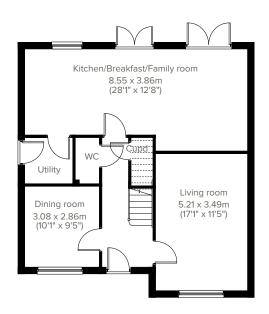
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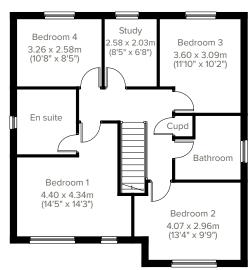
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A spacious and stylish family home, the open plan kitchen/breakfast/family room is the heart of the Marylebone. The front-aspect living room and separate dining room mean you have all the space you need for entertaining, plus the handy cupboard, downstairs WC and utility room with outside access are ideal for day-to-day storage. Upstairs you'll find a roomy en suite to bedroom one, three further double bedrooms, a separate study and a storage cupboard to the landing.





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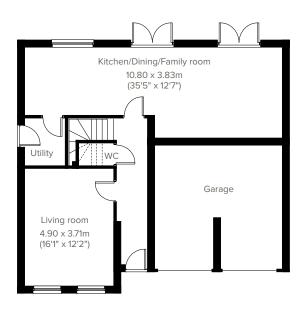
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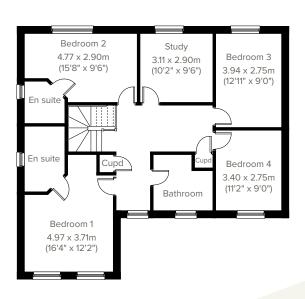
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The Fenchurch is a beautiful four-bedroom home. The spacious kitchen/dining/family room, with French double doors to leading out to rear garden, is perfect for entertaining. The ground floor also incorporates an integral double garage, a separate utility room with outside access and a convenient downstairs WC. The first floor features a family bathroom and two handy storage cupboards. Bedrooms one and two both enjoy their own en suite, and there's a separate study.





**GROUND FLOOR** 

**1ST FLOOR** 

Please note that elevation treatments and window/door positions may vary from plot to plot. Plot specific information will be confirmed on your reservation check list.

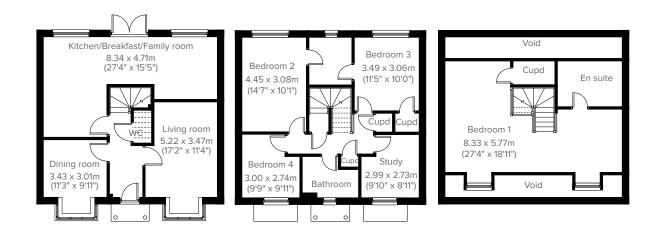
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The Regent

A stunning detached home with an impressive open plan kitchen/breakfast/family room, the Regent has four bedrooms and is perfectly designed for modern family living. Its other features include a bright family living room with a bay window, and a separate dining room, also with a bay window. The first floor is home to three further bedrooms, a study and a family bathroom. The top floor bedroom one is a spacious sanctuary with a large en suite and handy storage cupboard.



GROUND FLOOR 1ST FLOOR 2ND FLOOR

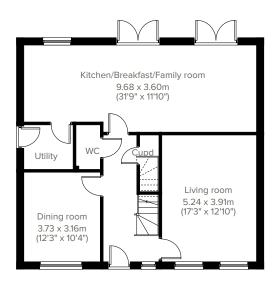
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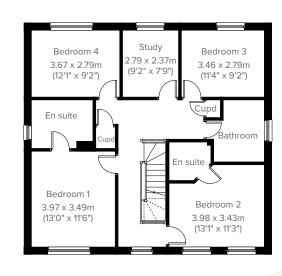
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The Holborn is a four-bedroom home designed for modern family living. The kitchen/breakfast/family room features double French doors leading out to the rear garden. The living room is spacious, and a cupboard located in the hallway provides practical storage. There's a separate dining room and utility with outside access. The first floor features four generously-proportioned bedrooms - bedrooms one and two both benefit from en suites - a family bathroom and a separate study.





#### **GROUND FLOOR**

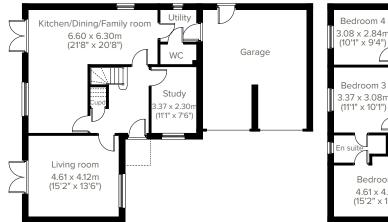
#### **1ST FLOOR**

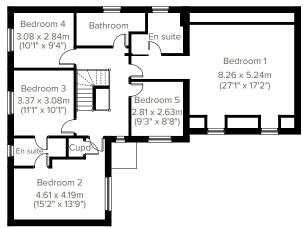
Please note that elevation treatments and window/door positions may vary from plot to plot. Plot specific information will be confirmed on your reservation check list.





The Oxford features a separate living room with French doors leading outside, open plan kitchen/dining/ family room with access to the garden; a perfect place to host gatherings. There's a separate study, utility room with access to the garage and a convenient downstairs WC. The first floor holds the Oxford's five bedrooms and family bathroom with modern fixtures and fittings. Bedroom one features an en suite and bedrooms two and three feature a Jack and Jill en suite.





#### **GROUND FLOOR**

#### **1ST FLOOR**

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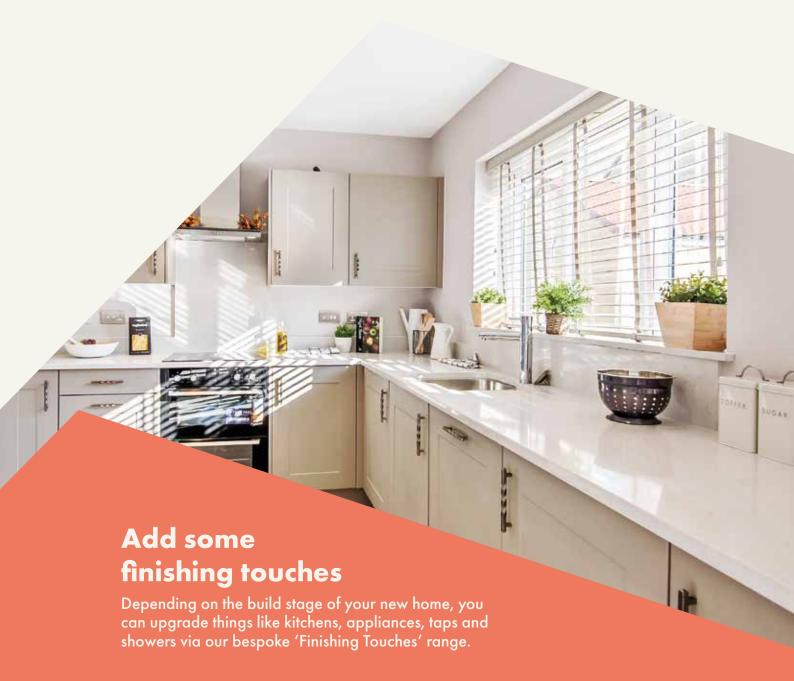
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**Appleyard Park Phase 2** 

# **Specifications**

Our homes include these items as standard to ensure you have everything you need to be comfortable from the day you move in.
Built for today's modern lifestyles with sustainability in mind.





#### External

#### Walls

Traditional cavity walls. Inner: timber frame or block.

Outer: Style suited to planned architecture.

Tile or slate-effect with PVCu rainwater goods.

#### **Windows**

Double glazed E-glass windows in PVCu frames.

#### Doors

GRP-skinned external doors with PVCu frames. French doors to garden or balcony (where applicable).

#### **Electrics**

Doorbell and external light to front.



#### Internal

#### Ceilinas

Painted white.

#### Lighting

Pendant or batten fittings with low-energy bulbs.

Staircase painted white.

#### Walls

Painted in white emulsion.

#### **Doors**

White pre-finished doors with white hinges.

Gas fired combi boiler with radiators in all main rooms, with thermostatically-controlled valves to bedrooms.

#### Insulation

Insulated loft and hatch to meet current building regulations.

#### **Electrics**

Individual circuit breakers to consumer unit and double electric sockets to all main rooms.

#### General

Media plate incorporating TV and telecommunication outlets to living room.



#### Kitchen

#### General

Fully-fitted kitchen with a choice of doors and laminate worktop with upstands to match (depending on build stage) with soft closure to all doors and drawers.

#### **Plumbing**

Plumbing for washing machine.

#### **Appliances**

Single electric stainless steel oven, gas hob in stainless steel and integrated cooker hood and splash-back.



#### **Bathroom**

#### **Suites**

White bathroom suites with chrome-finished fittings.

#### **Extractor fan**

Extractor fan to bathroom and en suite (where applicable).

#### **Shower**

Mira showers with chrome fittings to en suite. Where there is no en suite, Mira thermostatic shower with wall mounted shower head, complete with shower screen.

#### Tiling

Half height tiling to sanitary-ware walls in bathroom and en suite.

#### Splash-backs

1-course splash-back to WC basin / 3-course splash-back to bath / fully tiled shower.

#### General

En suite to bedroom(s) where applicable.



#### Security

#### Locks

Three-point locking to front and rear doors, locks to all windows (except escape windows).

Smoke detectors wired to the mains with battery back-up.



#### **Garage & Gardens**

#### Garage

Garage, car ports or parking space.

Front lawn turfed or landscaped (where applicable).

#### **Fencing**

1.8 metre fence to rear garden, plus gate.





#### Energy efficiency built in

# Sustainability

Our homes are typically 30% more efficient than traditional UK housing, helping you to save money and reduce your impact on the environment.

We're proud that we already build our homes to high levels of energy efficiency, but there's still a way to go. Our in-house sustainability team is dedicated to our mission to have net zero carbon homes in use by 2030, and for our own operations to be net zero carbon by 2040.

To achieve this, we're working to science-based carbon reduction targets in line with the Paris Agreement's 1.5°C warming pledge, investing in low-carbon solutions and technology that will further reduce the carbon footprints of our homes and our impact on the planet.

# **Energy efficiency built in:**

PEA rating – B

Our typical B rating makes our homes much more efficient than traditional D-rated homes.

- Up to 400mm roof space insulation
  Warmer in winter, cooler in summer, reducing energy bills.
- Argon gas filled double glazing
  Greater insulation and reduced heat loss.
- We use energy-saving LED lightbulbs in all our homes.
- A-rated appliances

  Many of our kitchen appliances have a highly efficient A rating.

- A-rated boilers

  Our condenser boilers far outperform non-condensing ones.
- Local links
  We're located close to amenities and public
- transport to help reduce your travel footprint.
- Ultra-fast broadband

  FibreNest fibre-to-the-home connectivity helps you live and work at home more flexibly.
- Our concrete bricks typically use 28% less carbon in manufacture than clay, giving total lifetime carbon savings of 2.4 tonnes of CO<sub>2</sub> per house built.







Your home, your way

# Finishing Touches to make it yours

Our goal is to make your house feel like your home before you've even collected the keys.

Key to achieving this is giving you the creative freedom to add your own style and personality to every room through our fabulous Finishing Touches collection.

Featuring the very latest designs from a host of leading brands, Finishing Touches lets you personalise your home inside and out. And rest assured, every upgrade and item available has been carefully chosen to complement the style

and finish of your new home. Of course, the real beauty is that all these extras will be ready for the day you move in.

Thanks to our impressive buying power we can offer almost any upgrade you can imagine at a highly competitive price. It can all be arranged from the comfort and convenience of one of our marketing suites, in a personal design appointment.

#### You can choose:



**Kitchens** 



**Appliances** 



**Bathrooms** 



**Flooring** 



Wardrobes



Fixtures & fittings

"One of the most exciting things about buying a brand new home is putting your own stamp on a blank canvas."





#### 6 reasons why it pays to buy new

# Did you know?

Most of the benefits of buying new are obvious, but some are not. Here's a quick summary of the key reasons why it's such a smart move:

1.

#### No chain

Few things are more annoying in the home buying process than a time-consuming chain you can't control. Buying new limits the chance of getting involved in one.

4.

#### More ways to buy

We offer a range of schemes to help get you on the property ladder, including Home Change and Part Exchange. 2.

#### **Energy efficient**

Our homes include cost-effective combi boilers, first-rate loft insulation and draught-free double glazed windows to meet stringent energy-efficient standards, keeping your energy bills as low as possible.

5.

#### 10 year warranty

All our new homes come with a ten-year, insurance-backed warranty, as well as our own two-year Persimmon warranty. In the unlikely event you ever need to claim, our Customer Care Team are there to help you.

3.

#### **Brand new**

Absolutely everything in your new home is brand new. You get all the latest designs and tech, complete with manufacturers' warranties.

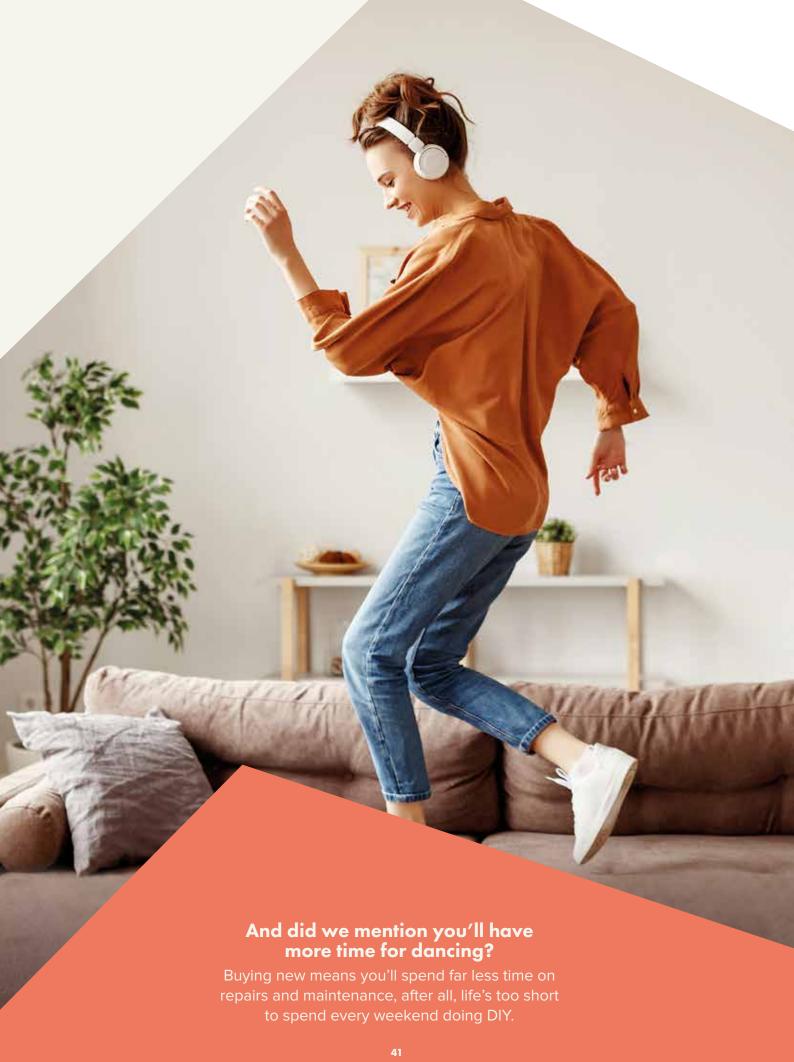
Win-win.

6.

#### Safe & secure

All our homes are built from fire-retardant materials and come with fitted smoke alarms and fire escape windows.

They're also far more secure than older buildings thanks to the security locks and lighting we use.

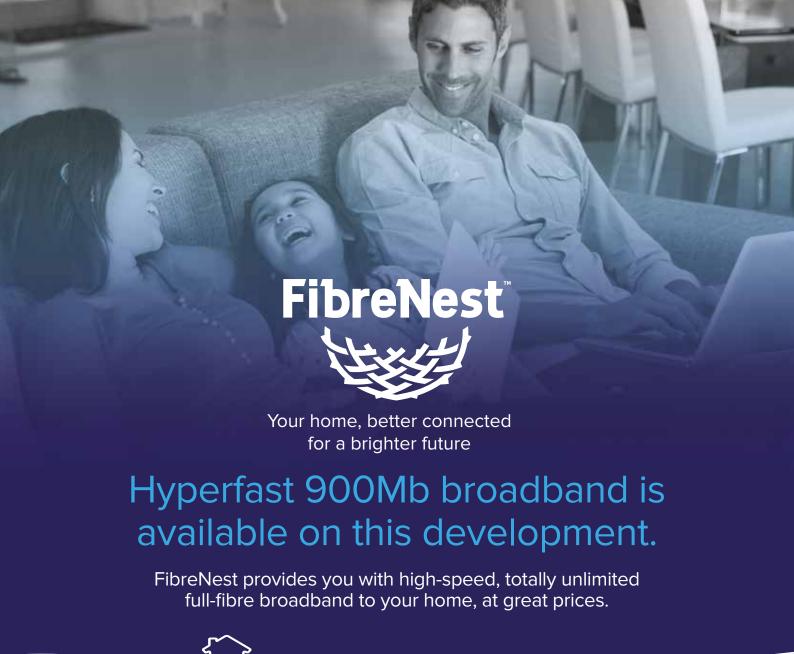




### Persimmon

# Notes





We know every household is different, that's why we've put together six amazing packages to suit everyone's needs. From surfing the net on the sofa to bingewatching the latest box set, streaming music with friends to ruling the galaxy in the latest must-have game - we've got the service for you.



Scan me! For packages & pricing.





# Get connected today!

To sign up you will need your Unique Customer Reference.

Please ask your sales advisor for this:

D:



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