

# **Persimmon @ Fiddington Fields**

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Ashchurch • Tewkesbury



# 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"



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



Find out more

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# 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 in numbers

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

14,551

homes sold in 2021 200+

locations across the UK 5000+

employees make it all happen 300+

apprentices taken on each year £1.8m

donated to c.900 charities in 2021



# **Real Living Wage**

We're proud to be accredited to the Real Living Wage. We value our employees and want to pay them fairly for the good work they do.

Like to know more? Just scan the QR code below.





# 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.



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.

# 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.

# **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 37** 



# 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

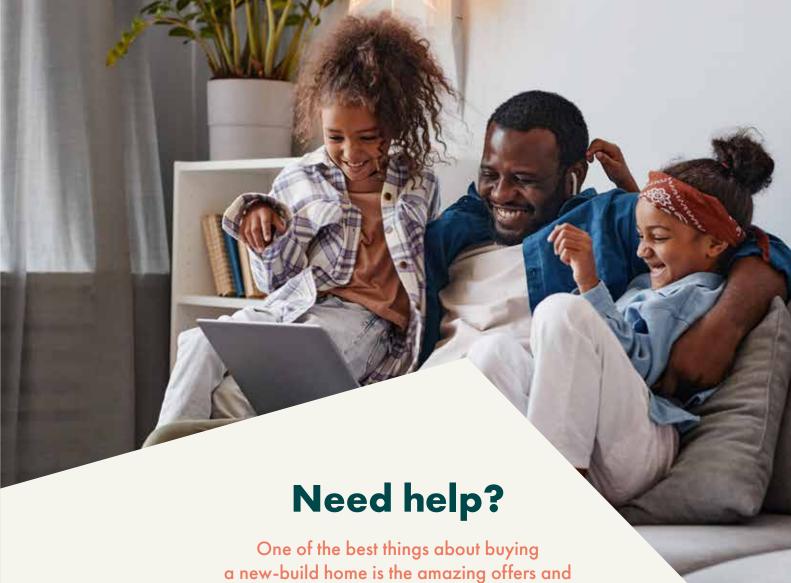
Another exciting milestone! Here's where you get to see your new home before completion. You'll be shown how everything works and any questions can be answered.

# 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.



schemes you could benefit from. T&Cs apply.













**Bank of Mum and Dad** 



**Deposit Boost** 



**Armed Forces/Key Workers Discount** 



# New homes

Built with you in mind



2, 3 & 4 bedroom homes



Ideal location with multiple open spaces



Finishing Touches customisable



Excellent transport links





# Ashchurch • Tewkesbury

# Persimmon @ Fiddington Fields

# A new way of living awaits...

In the charming village of Ashchurch, Fiddington Fields offers a collection of two, three and four-bedroom new build homes for a brand-new way of living.

These spacious family homes are perfect for those looking for rural living while enjoying the conveniences of major transport links and stunning historic cities. With a wealth of amenities on the doorstep, homebuyers will love the modern lifestyle Fiddington Fields has to offer.

# Where comfort meets sustainability

Promoting sustainable habits shouldn't come at the expense of your comfort and the homes at Fiddington Fields provide a fine balance between the two.

With a selection of innovative homes, boasting built-in energy-efficient features, including the highest levels of insulation, PV solar panels, air-to-water heat pumps and electric vehicle charging points, residents can make the most of customisable high-end finishes and enjoy hassle-free sustainable living.





# Scan me!

For availability and pricing on our beautiful new homes at Persimmon @ Fiddington Fields.

persimmonhomes.com



# The best of modern living

# Plenty to explore

With an idyllic blend of countryside and modern living with excellent commuter links to historic Tewkesbury, Fiddington Fields has it all.

Fiddington Fields is perfectly located with an enviable location in the bustling village of Ashchurch, ideal for those looking to stay connected. Ashchurch is home to plenty of convenient amenities, including a village hall, Ashchurch Primary School and coffee shop. There are also a range of planned amenities for the development; from a proposed

sports centre to a brand-new school, plus community allotments and more. The residents at Fiddington Fields will benefit from modern amenities on their doorstep, ready for exploring. For savvy shoppers and avid gardeners, Cotswold Designer Outlet and Dobbies Garden Centre are within walking distance, perfect for weekend browsing.





the historic market town of Tewkesbury. This county gem is home to independent shops, eateries and vibrant green spaces plus a twice-weekly market, perfect for everyday enjoyment as well as days out. Home to the oldest pub in Gloucestershire, The Black Bear, and a stunning 900-year-old abbey, Tewkesbury is a historic gem. For history fans and families, Tewkesbury is also home to the largest medieval festival in Europe, with historical reenactments, jousting and more! For schooling, Tewkesbury also offers the well-regarded Tewkesbury School, Tewkesbury C of E Primary School and Queen Margaret Primary school.

In addition to riverside walks and boat trips along the River Avon, future residents will be delighted by the accessibility to the Cotswolds; within 15 minutes, this Area of Outstanding Natural Beauty offers picturesque views, miles of walking paths and plenty more, perfect for those looking to get away.

Fiddington Fields is perfect for commuters with its desirable location near to the M5, easily accessible at just half a mile from Junction 9. This makes commuting easy to reach cities such as Birmingham and Bristol. The railway, Ashchurch for Tewkesbury, is a short walk away meaning you can have direct access to Bristol and Cardiff.

Looking for green spaces and fresh air?

# Discover Ashchurch and beyond

Tewkesbury	Glouceste
11 minutes	29 minute

Cotswolds 53 minutes **Bristol** 58 minutes

**Birmingham** 59 minutes

\*Average drive times from development, sourced from Google Maps.

# **EXPLORE**

# The local area



900-year-old Abbey



Oldest pub in Gloucestershire



Riverside walks



3 schools nearby



Twice weekly markets



**Master Plan** 

# **Fiddington Fields**

An exciting new community featuring a range of 2, 3 & 4-bedroom homes

- Proposed Sports Centre
- Ashchurch for Tewkesbury Station
- Proposed School
- Customer Hub
- Starbucks Coffee
- Proposed Local Centre
- Proposed Sports Pitches
- Proposed Allotments
- Proposed Play Area
- Walking Route
- --- Trainline

Tewkesbury
Town Centre

M5

Bristol





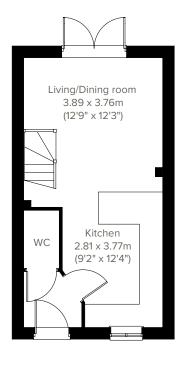


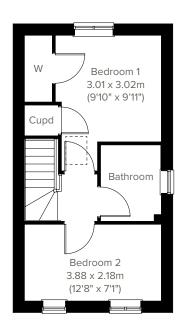






Perfectly-proportioned, the Alnmouth has a stylish open plan kitchen/living/dining room with French doors leading into the garden. It also features flexible first floor rooms, a good-sized family bathroom and off-road parking. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.





# **GROUND FLOOR**

# **1ST FLOOR**

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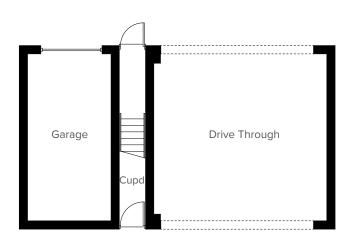
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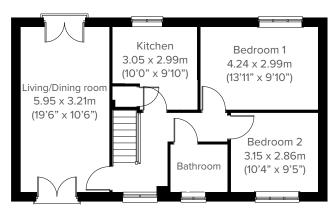




The Elborough

The Elborough is a thoughtfully-designed two-bedroom home with a bright living/dining room, separate kitchen, good-sized bedrooms and a garage. Perfect for first-time buyers and young professionals.





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**1ST FLOOR** 

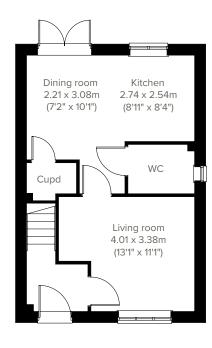
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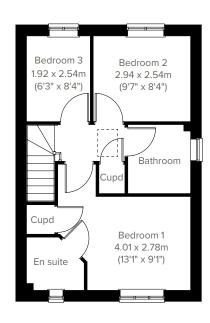
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Perfect for the way we live today, the two-bedroom Danbury has a modern open plan kitchen/dining room with French doors leading into the garden and a spacious front-aspect living room that's ideal for entertaining. Upstairs there are two bedrooms - bedroom one has an en suite - a study and a family-sized bathroom. Appealing to families, first-time buyers and young professionals.





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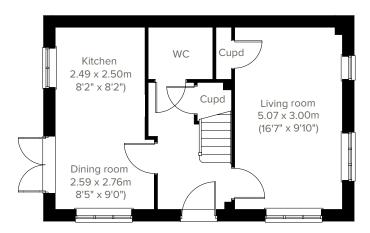
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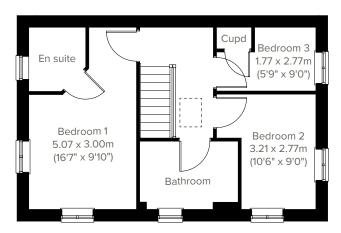




edroom home

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





**GROUND FLOOR** 

**1ST FLOOR** 

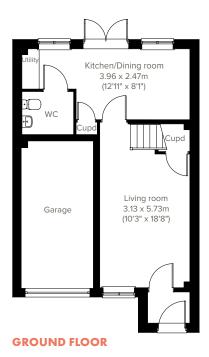
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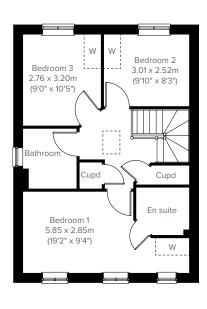
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The Glenmore is a stunning detached home with an integral garage, a good-sized living room and a bright open plan kitchen/dining room - perfect for family life and entertaining. It's practical too, with a utility, downstairs WC and four storage cupboards.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





**1ST FLOOR** 

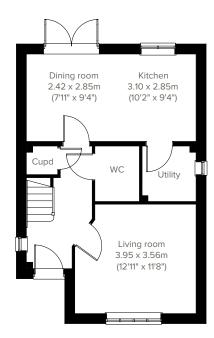
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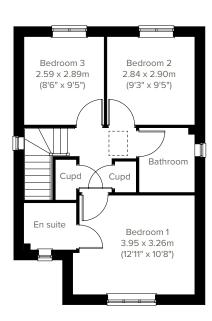
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The Sherwood is a modern home ideal for family life. This three-bedroom home features an open plan kitchen/dining room with French doors leading into the garden, a handy utility room, a front-aspect living room, plus under-stairs storage and a WC. The first floor has three good-sized bedrooms, one with an en suite, the main family bathroom and additional storage cupboards.





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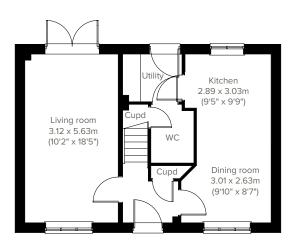
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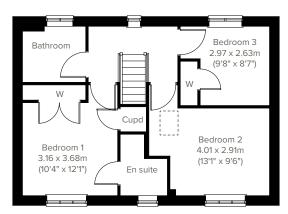
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Enjoy the best of modern living in this popular three-bedroom home which offers a stylish open plan kitchen/dining room and utility room. The Charnwood features a bright dual-aspect living room with French doors leading into the garden, handy storage cupboards and downstairs WC. Upstairs there are three good-sized bedrooms - bedroom one with an en suite - and a family bathroom.





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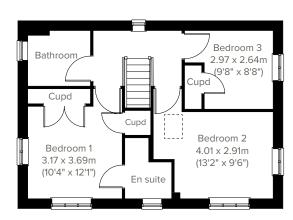
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A thoughtfully-designed three-bedroom family home with much to offer, the Barnwood has a bright and modern open plan kitchen/dining room leading to a handy utility room. The spacious living room has French doors leading into the garden. The inner hallway, downstairs WC and cupboards take care of everyday storage. Plus there's an en suite to bedroom one and a family bathroom.





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**1ST FLOOR** 

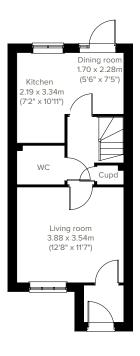
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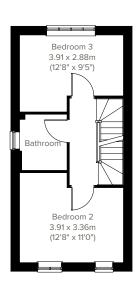
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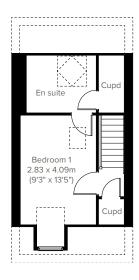




An attractive three-storey, three-bedroom home, the Saunton has a modern open plan kitchen/dining room, well-proportioned living room and three good-sized bedrooms. The top floor bedroom one also has a spacious en suite. The enclosed porch, downstairs WC, three storage cupboards and off-road parking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







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**1ST FLOOR** 

**2ND FLOOR** 

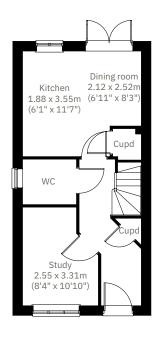
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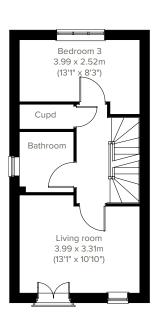
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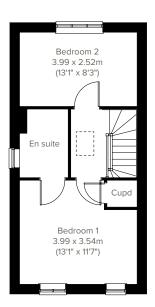




Perfect for the way we live today, the three-bedroom Ashdown has a modern open plan kitchen/dining room. with French doors opening into the garden and a handy separate study. The first floor is home to the living room with a Juliet balcony, bedroom three and the family bathroom. On the second floor there are two nicely-proportioned bedrooms - one with en suite - and a handy storage cupboard.







**GROUND FLOOR** 

**1ST FLOOR** 

2ND FLOOR

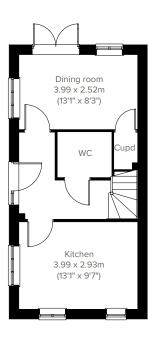
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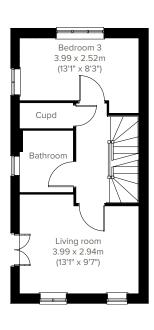
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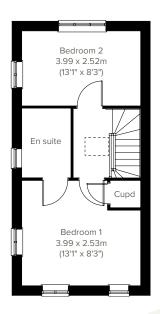




Ideal for the way we live today, the Ashdown Corner has a spacious kitchen and a separate dining room with French doors leading into the garden. It's practical too, with a downstairs WC and a handy storage cupboard. Bedroom three, a bathroom and the living room are situated on the first floor. On the second floor there are two further bedrooms - bedroom one has an en suite - and further storage.







GROUND FLOOR

**1ST FLOOR** 

**2ND FLOOR** 

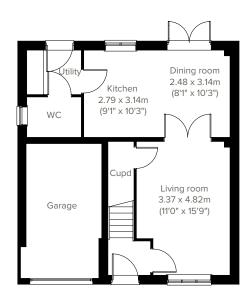
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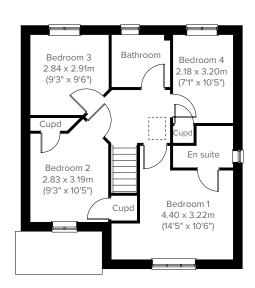
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An attractive family home, the Rivington is designed for modern living. It's a four-bedroom detached home with an integral garage, a front-aspect living room and a spacious open plan kitchen/dining room with French doors leading out into the garden - ideal for family life and entertaining friends. Bedroom one has an en suite with the roomy landing leading on to three further bedrooms, storage cupboards and the main family bathroom.





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



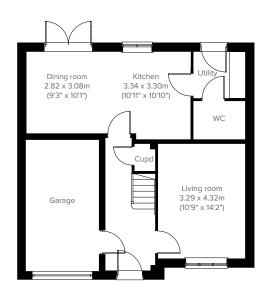
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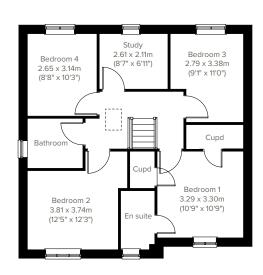
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A stunning detached home with an impressive open plan kitchen/dining room, the Selwood has four bedrooms and is perfectly designed for modern family living. Its other features include a bright living room and separate study. The first floor bedroom one is spacious with an en suite. There are a further three bedrooms, the study and a family bathroom.





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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.

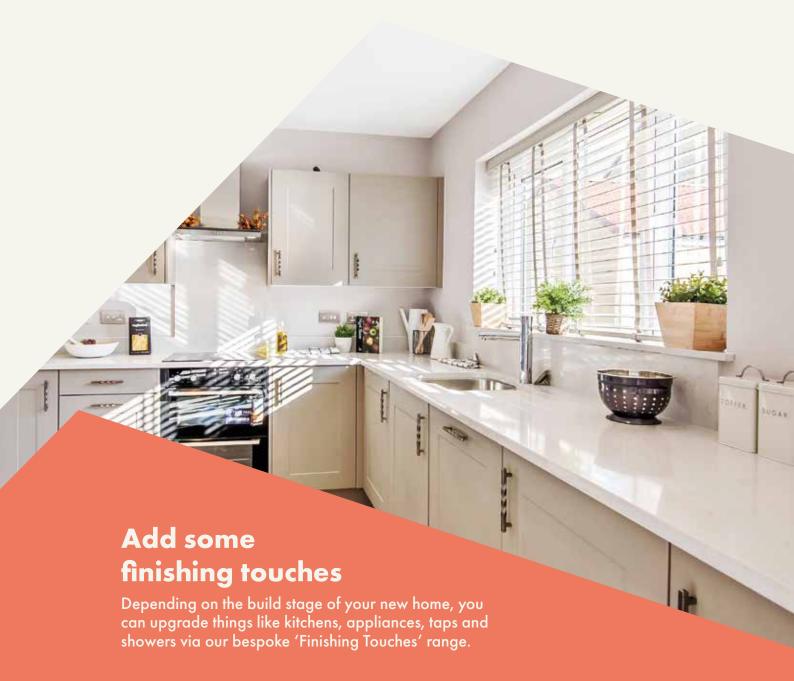
This information is for guidance only and does not form any part of any contract or constitute a warranty. Illustrations are of typical elevations and may vary. Floor plans are not drawn to scale and window positions may vary. Room dimensions are subject to a +/- 50mm (2\*) tolerance and are based on the maximum dimensions in each room. Please consult your sales advisor on site for specific elevations, room dimensions and external finishes. The EPC ratings are estimated and vary between home types, orientation and developments.



Persimmon @ Fiddington Fields

# **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 in white emulsion.

Pendant or batten fittings with low-energy bulbs.

Staircase painted white.

# Walls

Painted in white acrylic finish.

### **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.





All about community

# Proud to be building communities

When creating Fiddington Fields not only did we create a lovely local environment for you and your family, we also contributed to the wider community.

Throughout the development process, we proactively engage with local communities and work closely with planning authorities. Fiddington Fields has achieved the right balance of homes and open space and the right mix of house types for a thriving community.

We also include much-needed homes for our Housing Association partners. Our plan enhances local facilities too, providing investment in local infrastructure such as transport, education, retail and recreation facilities, as well as initiatives to generate biodiversity.





A contribution of £523,476 towards off-site pre-school and nursery. £3,083,616 contribution towards primary education. £166,000 to be provided towards local library services

# HOUSING

35% attordable housing provision including discount homes for sale

# **INFRASTRUCTURE**

£615,000 towards the enhancement of loca bus services. £289,425 contribution toward: the improvement of A438/Shannon Way junction.

# GARDENS

New community allotments, measuring 0.5 hectares in size.

# **COMMUNITY PROVISIONS**

£30,000 towards the maintenance and operational cost of a community facility. 2.5 hectares of formal sports areas, including 3 sports pitches.



# Ultrafast 500Mb broadband is available on this development.

FibreNest provides you with high-speed, totally unlimited full-fibre broadband to your home, at great prices.

# Choose the best package for you

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.





support@fibrenest.com

# Get connected today!

To sign up you will need your Unique Customer Reference.

Please ask your sales advisor for this:

C: D:

# space4 YOUR MODERN HOME

The benefits of buying a new-build home have never been more important. Buying a home that uses Space4's modern method of construction timber frame will save you money whilst being kinder to the environment.

Space4 are one of the UK's leading producers of precision-engineered construction systems, and we're aiming to include their PEFC certified sustainable timber frames in 50% of our homes by 2025.

Many Persimmon homes already benefit from Space4's modern method of construction, with its technology offering improved insulation and air-tightness. For you, this means a reduction of 50% in heating costs compared to the average home in the UK\*\*, plus you'll own a cosier, more comfortable home.

On the outside, your Space4 home will feature the familiar design of a Persimmon home which uses traditional materials such as brick, stone or render. Underneath, the hi-tech timber frame backbone creates new levels of efficiency and building rigidity. Your property will be durable and finished to an excellent standard.

# 50% lower energy bills

High-performance insulation together with Space4 construction, an efficient boiler, and attention to air-tightness and ventilation during the construction process means that our homes can use 59% less gas than the average home in the UK\*\*.

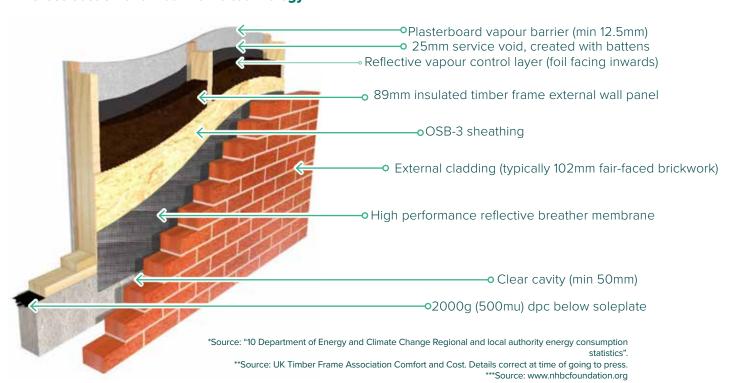
The use of Space4 technology creates a better place to live and work. Lower consumption of heating fuels and transport helps reduce CO2 emissions, while sustainable, recyclable materials create less impact on the wider environment. The overall carbon dioxide emissions for timber construction (the embodied carbon dioxide) are up to six times lower than for masonry\*.

Concerning the Government's code for sustainable homes, most building elements with timber specifications largely fall into the 'A+' or 'A' rated categories compared to masonry\*\*.

According to recent research by the NHBC, those who live in new build homes constructed to today's standards could save more than £1,400 a year on their energy bills compared to neighbours in older homes.\* This means families could save approximately £35,000 over the lifetime of a 25-year mortgage.

Average energy bill of £1,200	Existing homes	Space4 homes
60% space heating	£720	£360
40% light/water	£480	£480
Heating saving		50%
Total saving		30%

# **Cross-section of timber-frame technology**





# 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:**

- - 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
- Ultra-fast broadband
  FibreNest fibre-to-the-home connectivity
  helps you live and work at home more

flexibly.

transport to help reduce your travel footprint.

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

