

News Release: 4<sup>th</sup> February 2011

## **HOMEOWNERS LOOKING TO LAND A BARGAIN IN 2011**

Homeowners are turning into homebuilders at a faster rate than ever, according to figures released today by self build and renovation specialist, BuildStore. Boosted by the Government's recent pledge to make it easier for people to build their own homes, homeowners appear to be taking matters in to their own hands and have begun looking for plots of land and renovation opportunities in far bigger numbers than this time last year.

On 5<sup>th</sup> January, Housing Minister Grant Shapps announced the Government's intention to support and encourage those who want to build their own home, promising to tear down the barriers that currently stand in the way of self builders - including a complex and bureaucratic planning system, regulatory burdens – and tackle the issues in relation to the availability of land and finance.

Since the announcement, PlotSearch ([www.plotsearch.co.uk](http://www.plotsearch.co.uk)), BuildStore's online land-finding database has reported a significant surge in new members, with a 40% year-on-year increase in people joining the site to find a plot of land, renovation or conversion project for sale. PlotSearch boasts the largest database of single plots, multi-plot sites, and renovation and conversion opportunities for sale, with over 8,000 building opportunities across the UK.

A survey of new PlotSearch members reveals that the Government is right to tackle the availability land, and the planning process, as 93% and 53% of respondents respectively anticipate that these will be the biggest challenges in their project. Despite this, over 80% believe that self build is only way to get the home they want, and many believe they will make significant savings by building their own home, rather than buying on the open market.

With the housing market still suffering the impact of the credit crunch and the recession, for many homeowners, now is the ideal time to take matters in to their own hands, and build their own homes. BuildStore's Chief Executive, Raymond Connor, who is a member of the Government-Industry Self Build Working Group, which met for the first time this week, explains:

“There has always been a huge aspirant self build market; January has been an exceptionally busy and high-profile month for the sector, so it's no surprise that we are seeing record numbers of budding self builders join PlotSearch to realise their self build ambitions.

“Over the last twelve months, there has been an increase in demand for self build land, and self build finance, and with the Government's backing, we believe we are at the start of a new revolution in home building.”

BuildStore is gearing up for it 4<sup>th</sup> annual National Self Build & Renovation Show later this month (25-27<sup>th</sup> February), hosted at its National Self Build & Renovation Centre in Swindon., the ideal place for people to find out more about self building.

Hosted in the unique setting of the National Centre, The National Self Build & Renovation Show is the place to get the right advice, with an exciting mix of experts, seminars, exhibitors, educational exhibits, life-size houses and audio tours.

The Show includes one-to-one consultations with leading industry experts and professionals, topical and informative presentations and seminars, and an opportunity to see and learn about the latest products, materials, and building systems.

For comprehensive and impartial advice on self build, renovation and home improvement, visit **The National Self Build & Renovation Show** (25<sup>th</sup> – 27<sup>th</sup> February 2011) at the National Self Build & Renovation Centre in Swindon, just off Junction 16 of the M4. To book **FREE** tickets or for more information, visit [www.buildstore.co.uk/show](http://www.buildstore.co.uk/show) or call 0845 223 4455. *Tickets on the door: £10 per adult or £15 per couple; Under 16s are free.*

## **ENDS**

### **Notes to Editors**

BuildStore is at the heart of the UK's self build and renovation sector, with a bespoke end-to-end offering of products and services, specifically designed to help self builders and renovators throughout their projects.

BuildStore's core services include:

- Land finding via PlotSearch, the UK's largest and most accurate online database of building plots, renovations and conversions. There are over 9,000 plots, renovations and conversions available, constantly validated for accuracy and include aerial photography
- Financial Services – BuildStore is the UK's leading provider of tailored self build and renovation mortgages, allowing funds to be released in stages throughout the project giving positive cash flow. Mortgages are sold direct to the public and via intermediaries
- Buying materials - BuildStore's TradeCard provides over 3,000 members with discounts and offers of building materials, plant and tool hire from leading suppliers and builder's merchants, by combining the buying power of the UK's self builders and renovators
- The UK's first and only National Self Build & Renovation Centre, opened in February 2007 in Swindon; an impressive 67,000 sq ft Centre designed to educate, inform and inspire self builders and renovators.

### **For more information, please contact:**

Jaclyn Thorburn  
*PR & Communications Manager*  
BuildStore Financial Services Ltd  
Direct Dial: 0506 409 466 || Mobile : 07809 583 116  
email: [jaclyn.thorburn@buildstore.co.uk](mailto:jaclyn.thorburn@buildstore.co.uk)