

First-time buyers queue overnight for launch of new-build flats in Hounslow priced from £199k

Eager home buyers are preparing to camp overnight at a new-build development in Hounslow where £1,000-deposits will secure a first-time buyer flat from £199,000.

Lizzie Rivera | Publish Date: 04 November 2015



Queues started 48 hours ahead of the recent launch of Harbour Central in Canary Wharf, a similar Galliard Homes development aimed at first-time buyers. Similar queues are expected for Trinity Square in Hounslow by Thursday morning.

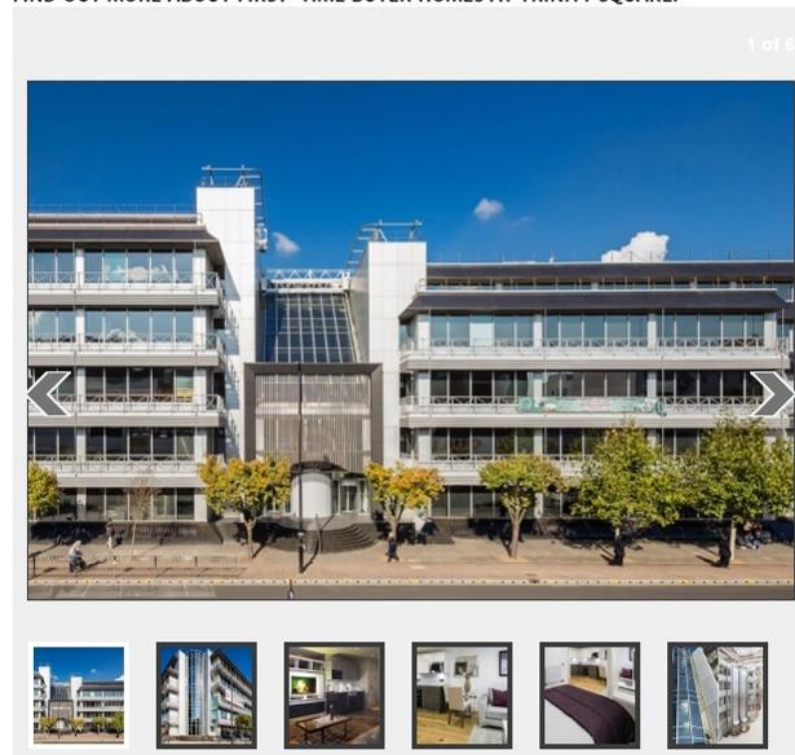
A mother in her sixties is the first person in a queue expected to grow into hundreds by Thursday morning, for starter homes at Trinity Square in Hounslow, west London, that are going on sale at 5pm on Thursday.

Grazyna Morawska flew over from Poland and began queuing at 9am today with the aim of securing a flat each for her children, Radomir and Monika, both in their thirties, who are coming to London to study next year, and will be joining her in the morning.

Also in the queue already is Ravinda Singh, 25, who is determined to beat 2,000 others who have registered their interest in the 228 apartments. Designed specifically for first-timer buyers, the studio flats start from £199,000 and one-bedroom apartments cost from £310,000.

All of the homes will be sold on a first-come first-served basis, and deposits start from as little as £1,000. So it's no wonder buyers desperate to get on the London housing ladder have been enticed to endure the capital's wet weather in the hope of securing their first home.

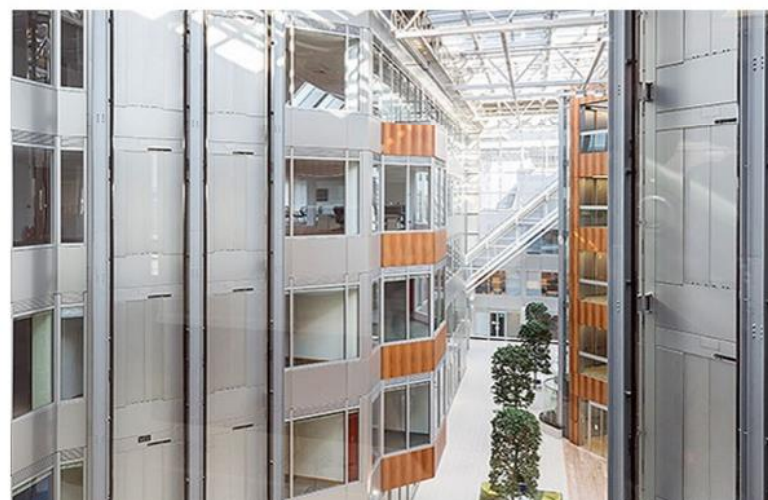
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Homes at Trinity Square, in American Airlines' former European headquarters, are expected to be completed early in 2017. They are being sold off-plan and at market value, so they are expected to rise in price when completed.

Appealing to the first-time buyer market is a business model that is proving very successful for Galliard Homes, now London's second-largest developer. Its recent launch of starter flats at Harbour Central in Canary Wharf sold out in just four hours, with queues forming for 48 hours before the homes went on sale.

Some people didn't go through with the purchase, which meant that those who missed out but were top of the reserve list got a second-chance to buy.



Galliard Homes is going to open up the building's atrium to give the overnight campers somewhere warm to sleep

"Trinity Square is part of our 'Get on the Ladder' Campaign to provide hundreds of new homes priced below £300,000 in order to help Londoners get a foot on the housing ladder. We are proud to continue our role in providing much-needed housing and contributing to the regeneration of London," says Stephen Conway, Chief Executive of Galliard Homes who are building the homes.

To register your interest and attend the sales event visit www.galliardhomes.com or contact Galliard Sales on 0203 740 4893. Trinity Square is located at 23-59 Staines Road in the centre of Hounslow.