

Starter homes sell out in three hours

Galliard's latest launch sees 215 flats snapped up despite completion date of 2017, writes **Beth Allcock**

Galliard Homes said it wanted first-time buyers to purchase its Hounslow flats. So the firm will be delighted following the launch of Trinity Square last Thursday, which saw the whole development sell out in three hours.

Galliard, which enjoyed sales success a few months ago in east London when Maine Tower at Harbour Central just south of Canary Wharf was

snapped up in four hours, says this latest £60million spree was evidence of London's lack of starter homes.

Trinity Square is located about an hour's commute from east London but there was no shortage of demand for its 215 studio and one-bedroom flats, priced between £199,000 and £315,000.

Galliard chief executive Stephen Conway said: "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."

Even though the scheme is not expected to be complete until the latter half of 2017, buyers queued from 9am the preceding day to get their hands on a flat.

Galliard said 65% of the homes were sold to owner-occupiers with the remainder going to investors. It was the firm's fastest sell-out event in a decade.

Sales director David Galman said: "Over the last two years we have focused on providing London buyers with high quality, competitively priced, value for money homes that are ideal for first-time buyers, parents buying for student offspring or canny investors."

"We are dedicated to delivering affordable homes across London and in the past 12 months we have sold over 600 new homes at prices ranging from £150,000 up to £350,000."

Go to galliardhomes.com for more information about the developers upcoming schemes in other areas of the capital.



Show home interiors at Trinity Square in **Hounslow**, west London that helped Galliard break a new homes sales record



Above and below, Galliard Homes' **Trinity Square** development is about an hour from Canary Wharf

