



2 February 2011

PRESS RELEASE

Get on the housing ladder at Priam House with only a £5,450 deposit

To help purchasers get on the housing ladder and buy a Priam House apartment at Heritage Plaza in Swindon, Thomas Homes has launched EasyStart, an equity share scheme which enables buyers to buy a brand new apartment with just a 5% deposit. With apartments from £109,000 this works out at just £5,450.

With EasyStart, you need just a 5% deposit and then take out a mortgage as normal to purchase your property, and this would be for 80% of the purchase price. This is known as the 'first charge'. The balance of 15% is provided by Thomas Homes and is known as the 'second charge'. This has to be repaid within 10 years, based on the market value of the property at the time of repayment, and carries interest at the low fixed rate of 5% typical APR.

"Obtaining a mortgage, particularly for first time buyers, can prove challenging," says James Thomas, finance director at Thomas Homes. "Our EasyStart scheme will provide people wishing to purchase a Priam House apartment but struggling to save a 20% deposit with greater financial flexibility and the opportunity to get on the housing ladder with a relatively affordable 5% deposit."

In addition to Priam House's EasyStart scheme, Thomas Homes is also running an EasyMove initiative for purchasers with houses to sell. Potential purchasers can make an EasyMove reservation on their chosen apartment with a view to their current property being marketed by Thomas Homes through a local estate agent over a six week period. Once an offer has been accepted the EasyMove reservation will convert to a full reservation, and Thomas Homes pays all estate agent and advertising fees on the sale of the current property.

Priam House in Heritage Plaza, on the site of the former Great Western Railway works, consists of 34 high specification one and two bedroom apartments arranged over three floors. For further information on Priam House and Heritage Plaza or the EasyStart and EasyMove schemes, please call the Thomas Homes sales' office on 01793 538973, visit www.thomashomes.co.uk or email plaza@thomashomes.co.uk.

Ends

Notes to editors

Thomas Homes is one of the largest privately owned property developers in the south of England. Current developments include Kingsbury Mews in Marlborough, Limes Park in Basingstoke and the redevelopment of the Fair Mile Hospital near Cholsey in partnership with the HCA. For further information on Thomas Homes visit www.thomashomes.co.uk.

For further press information, please contact:

**Jessica Henman at Vita Communications on 01488 683862 or
email jessica.henman@vitacomms.com**