



# news release

## NORFOLK HOUSE BUILDER ANNOUNCES AMBITIOUS GROWTH PLANS - AND SEVERAL INNOVATIVE NEW INITIATIVES

A family-owned Norfolk house builder has unveiled ambitious plans to more than treble in size over the next four years - and has announced a number of new initiatives to help them reach that goal.

**Abel Homes** - formerly Abel Developments - has also revealed a new name and identity which more accurately reflects its core business of building family homes in Norfolk.

The company, which is currently building around 40 new homes a year and turning over £9 million, is aiming to achieve a turnover of £30 million by 2010 - and sees retaining the family ethos of the company as key to achieving that target.

Managing Director Tony Abel said, "We are determined to maintain the family run ethos, with the integrity and flexibility that we enjoy today. In the main, landowners feel very comfortable selling to us, as we have a reputation for doing what we say."

Abel Homes is to introduce a number of new initiatives over the coming months which will demonstrate its commitment to remain rooted in the community, including:

- A **Good Neighbour Charter**, which will set out commitments to make sure that its building sites have as little impact on local communities as possible.
- A **Customer Charter**, so that buyers are clear about the commitment that the company is making to them.

- more follows -

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- A range of **innovative add-on packages**, offering buyers the choice of purchasing their home already wired for digital technology, the garden already planted, or children's play equipment pre-installed.
- Each community of new homes will include a piece of **community art** to form a focal point.
- A commitment to **reduce the environmental impact** of the homes it builds.

"We need to be accepted as a good, reliable house builder that does the right thing in the community," said Mr Abel. "It will help us buy land, help us obtain planning permissions, and ultimately help us to sell our houses."

To reflect the evolution of the company, a new name and identity has been unveiled, alongside a new corporate website which aims to introduce innovative new initiatives online. The first of these will be a site manager's blog for each construction site, on which the site manager will update neighbours and purchasers daily on progress and activity which might affect them - as well as enabling local residents to feedback on performance against the Good Neighbour Charter.

"Being a relatively small, family-owned company means that we have the flexibility to introduce really innovative ideas, and to do so on a personal scale," said Tony Abel. "Our plans for growth do not change this - we are determined to remain firmly rooted in the community in which we all live and work."

Full details of all of the initiatives being planned can be found at [www.abelhomes.co.uk](http://www.abelhomes.co.uk).

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