

Allanwater Homes new online Home Hub is industry first

▪ Innovative new intranet reflects the way customers research & chose a new home today

Allanwater Homes has become the first housebuilder in Scotland to launch a special “Home Hub” Intranet, to enable its customers to access information and advice on a whole range of issues as they go through the sales process, from reservation to aftercare.

Accessed through the Allanwater Homes website, and with general advice sections relevant to anyone buying a home in Scotland, the Home Hub has a chatty, magazine type feel, with Hints & Tips, advice on legal jargon, and a step by step guide to the buying process.

Coming soon is the next stage of the Hub – an exclusive customer log in section which will enable buyers to view and select options for their new home, which can then be confirmed and signed off by their Sales Advisor.

The Home Hub launch coincides with the introduction of Allanwater Homes fantastic new specification, which reads like a positive roll call of top industry suppliers, and applies to Allanwater developments in Alloa, Alva and Rumblingwell, Dunfermline. Included as standard is Rocha Sanitaryware, Zanussi Stainless Steel Appliances with Induction Hobs, Thermostatic Showers, kitchens from Moores, monoblock driveways, solar panels, and even USB charging stations.



Commenting on the launch of the new Home Hub, Allanwater Homes Managing Director, David Stirling, said:

“We are delighted to claim an industry first here in introducing this new Home Hub online facility, for anyone to access homebuying advice and information. It’s a sign of our willingness to invest in new technology, and a desire to stand out from the crowd.”

“The way prospective homebuyers choose a new home nowadays has changed, with the vast majority of people researching new homes online before commencing a physical search,” added Mr Stirling. “The Home Hub is easy to use, and to navigate. It will provide lots of free impartial advice, as it’s not just advice on buying one of our homes, although we hope that they will choose us.”

“When we introduce the next stage of the Home Hub, with the personal log in section for each buyer, it really will save time, and make the home buying process even more pleasurable. They will be able to choose what they want in their new home from the comfort of their own armchair,” said Mr Stirling.

“It will mean that confirming these choices will be quick and easy with our Sales Advisors. You can’t beat the personal touch, but there’s no denying that people are very busy nowadays. This service will provide them with a constant source of reference, and free up time. All in all, we are very excited about our Home Hub, and are confident that it will be very well received in the current marketplace.”

Allanwater Homes is currently selling from Phase Eight at its Oaktree Gardens development in Alloa, with prices from £219,995. A few final homes remain for sale at The Views in Saline, including a five bedroom Vorlich villa at £339,995, available with kitchen upgrade, turfed rear garden and all flooring throughout. At Rumblingwell, Dunfermline, newly

released Kintail villas are from £162,495.

Silver Glen in Alva has a wide range of three, four, and five bedroom homes on offer, with the three bedroom Cheviot from £208,995. The extremely successful Heartlands development in Whitburn, Allanwater Homes first development in West Lothian, continues to sell well with prices from £157,995 for the Kintail villa.

For further details on all Allanwater Homes current developments, and to access the Home Hub or download a flipbook, please visit www.allanwaterhomes.co.uk

