

Record sales for homebuilder in East of Scotland

A strong summer performance and a broad range of homes available has helped a developer's east of Scotland regional team secure more than 100 reservations within a single quarter.

CALA Homes (East), which is currently selling homes in East Lothian, Midlothian and Edinburgh achieved its record three month period in July-September, with an average selling price of close to £450,000.

Key to the developer achieving its highest ever total was a run of reservations at its flagship development The Crescent, a sweeping arc of glass-fronted apartments in the grounds of Edinburgh's famous Donaldson's College – with sales exceeding £20million.

In addition, its Waterfront Plaza development in Leith launched in July and became one of its fastest selling sites ever, with 16 homes sold in the first two weeks alone.

Philip Hogg, Sales and Marketing Director for CALA Homes (East), said: "We have some truly excellent projects on offer at the moment.

"This is tempting buyers with everything from modern apartments for first time buyers through to some of the largest newly-built five bedroom homes on the market.

“In addition, it’s clear that buyers have reacted positively to a range of purchaser incentives available, to take much of the stress out of a home move.

“This includes our up to 100% Part Exchange, which can help buyers to act swiftly and secure their dream home within a development.”

The strong showing wasn’t just the preserve of the Scottish capital. In Midlothian, CALA completed its final sale at Mayburn Park in Straiton and enjoyed the successful launch of a new development in Penicuik, Belwood Oaks, with a number of homes reserved in the opening weeks.

In East Lothian, its North Berwick development, Law Gardens, continued to attract buyers, with strong sales at Castle Bay near Dunbar and Haddington’s Letham Views.

In Gullane, it reached key milestones at two of its developments, with more than 60% of Fentoun Green sold and 40% of homes reserved at its award-winning restoration of Henderson House, part of its Marine Rise development.

Philip added: “We’re delighted with the reception our developments have received and encourage buyers to act quickly if they are looking to secure a home this year or early into 2020.”

For more information on CALA’s developments in the east of Scotland, please visit www.cala.co.uk/eastscotland

