

WHERE DO YOU STAND WHEN IT COMES TO THE CRUNCH?

With the reality of the credit crunch nipping at everyone's heels and credit providers tightening their reigns, housing developers and self-builders are looking for ways to save money and make their lives easier. LABC New Home Warranty (LABC NHW), the LABC's business partner providing 10 year structural warranties, believes this is just the job for them.

Instead of sitting back and waiting for the doom and gloom to subside, LABC NHW has taken this as an opportunity to strengthen their brand and proposition by giving their branding a contemporary twist and a new, comprehensive range of supporting marketing materials and website - www.labcnhw.co.uk

The style is understated but there is nothing understated about the LABC NHW offering; working with the LABC to provide a service developers can trust, at a competitive price, and without compromising cover. In fact, the warranty cover extends to include elements which are usually considered as option, as standard.

Philip Hammond, LABC National Director of Business Development welcomes the new approach;

"LABC New Home Warranty is a separate and distinct brand in the market. LABC and LABC New Home Warranty have worked hard to create a new product and we want it to occupy its own space. Developers and builders returning to LABC are delighted with our change of culture, our innovation and our dedication to customer service. All this is reflected in how we present the LABC New Home Warranty brand. Whether it is facing the industry, or the eventual new home owners, we want them to identify with our fresh and accessible approach."

However, it is not just the look of LABC NHW that is different. They have also developed a 12 year structural defects warranty especially for Housing Associations and Registered Social Landlords. This provides cover for complete, partial re-building or rectifying work to a new development that has been affected by major damage. This warranty can be extended up to 15 years if the housing unit is sold under the 'right to acquire' scheme. This is in addition to the New Homes and Self-Build warranties already offered by LABC NHW who are underwritten at Lloyd's by Liberty syndicate 4472 (part of the Liberty Mutual group that has assets of \$78.8 billion and is a Fortune 100 company).

Having a warranty in place may not always be high on the list of priorities but LABC NHW highlights that without it, any potential buyers may struggle to secure a mortgage so it's a must for all developers or self-builders who are looking to sell the property in the future. It is also essential for builders and developers to consider the environmental impact of their developments in the community. LABC NHW can provide advice and services relating to sustainability, including assessments under the Code for Sustainable Homes, allowing our customers to adhere to the new legislation from 1st May 2008.

Robin Plaster, Sales and Marketing Director at LABC NHW commented:

"Our partnership with the Local Authorities, backed up by highly competitive pricing and superior service, allows for a smoother build process and peace of mind for developers and self-builders. We keep it simple and in-house. Inspections are carried out by our own dedicated team of surveyors and what's more we offer free registration, a free quotation service and no annual renewal fees; it's a win, win situation! Our new look makes this great proposition even better"

For more information log on to www.labcnhw.co.uk or call 0845 054 0505.

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