

THINK Before You Bury Your Head in the Sand.

RedSofa comment on the success of the launch of their THINK campaign, highlighting the benefits fo using their quick sale or sale and rent back service to prevent homeowners from the risk of repossession.

July 26, 2007 (FPRC) -- Earlier this year, property investment company RedSofa launched their THINK campaign, aimed at encouraging homeowners to consider the implications of securing additional debts against their home.

Recent interest rate rises, will see yet more pressure put on homeowners ability to service the debt secured against their homes, which in turn will increase the risk of potential repossession. In a recent report by repossession litigation specialists Moore Blatch, they estimate the number of people forced to sell their homes could be equal to the numbers that are actually suffering repossession.

Moore Blatch highlight that the continuing buoyancy of the housing market, despite the increasing interest rates, will enable people to sell, should they find themselves overstretched, however when the rate increases take effect and dampen the market this may result in these 'hidden repossessions' becoming real repossessions.

Speaking about the results of the THINK campaign, Jeremy Vernon, director of RedSofa said " I am really pleased with the initial interest in the THINK campaign, but we still have a great deal of work to be done, as may people who find themselves in such financial difficulties, bury their head in the sand, and tend not want to deal with the realities of their situation, sometimes leading to totally unnecessary and very damaging consequences."

For the people who have benefited from RedSofa's quick sale service, they have a different story to tell. Commenting on a testimonial provided by a recent new tenant in Crewe, who took advantage of RedSofa's sale and rent back service, Jeremy said; "It really does make being in this business worthwhile when you receive feedback like this, the property industry certainly has it's up and downs, but knowing you are allowing someone to stay in their family home and releasing them of the stress of repossession, this is very rewarding."

RedSofa encourage feedback customers, whether they stay as tenants or not, by asking them to leave a performance rating and any necessary comments on their website; www.redsofa.com/contact

Example of feedback provided by Mrs H, Crewe.

Service rating: Exceptional

Comments: I would like to thank you on the service you provided for us regarding the sale of our property. Everything you did from start to finish was done so easily and efficiently. You have made our lives so much easier with your sale and rent back option. We are so happy to be able to still live in our home without the burden of mortgage arrears due to unforeseen circumstances. Your friendly approach towards us was very much appreciated so thank you so much for your help and advice and we would recommend you to anyone who finds themselves in a similar position we found ourselves in. Everything was done so easily and quickly you are amazing!! We can't thank you

enough.

RedSofa operate within the North West, with Crewe, Nantwich, Sandbach and surrounding areas of South Cheshire being their target area for purchasing property. Anyone wishing to contact RedSofa about their sale and rent back service can either visit their website, www.redsofa.com or contact them via their free phone number on 0800 0436631.

Contact Information

For more information contact Jeremy Vernon of RedSofa (<http://www.redsofa.com>)
0800 0436631

Keywords

[repossession](#)

[rent back](#)

[quick sale](#)

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