

Buy-To-Let Initiatives Launched For New Homes in Suffolk

A UK house builder has launched an incentive called the Ultimate Investor Package that is designed to help buy-to-let investors maximise rental opportunities in Suffolk.

April 5, 2011 (FPRC) -- A UK house builder has launched an incentive called the Ultimate Investor Package that is designed to help buy-to-let investors maximise rental opportunities in Suffolk.

The package of initiatives being offered include a rental guarantee for a year and a free year's worth of set-up and inventory costs as well as free management costs.

The initiatives are for a development of new homes in Suffolk called Aspire, located close to Ipswich town centre and local transport links, which makes them ideal investment and ideal rental properties for those looking for rental investments.

These new developments in Suffolk consisting of one and two bedroom apartments have full warranties on fixtures and fittings for five years after purchase, as well as a ten year National House Building Council guarantee which will also appeal to potential landlords who are looking for trouble-free maintenance. The one bedroom new flats in Suffolk start from £79,995.

Currently Ipswich is experiencing a rental price increase and a buoyant rental market which will appeal to either existing investors who want to expand their property portfolio, or those considering their first investment opportunities.

Rebecca Littler, Sales and Marketing Director for Barratt Eastern Counties, explains the concept of the new scheme: 'Rental prices in the area are rising which means that we are seeing an increase in the number of investors at many of our developments over recent months. The location of Aspire, at the heart of Ipswich, means it is particularly appealing to those looking to rent a stylish new property that benefits from superb transport links.'

Because huge deposits are now expected from first-time buyers, many potential buyers are not able to buy, which means that they are renting for longer periods of time to save enough money for a deposit.

Another reason is because of spiralling inflation in the UK, potential buyers are also having to pay higher household outgoings which means that they cannot afford the deposits they need to put down.

Landlords and buy-to-let investors are maximising this opportunity of longer rental incomes whilst the property market seems uncertain.

Notes to Editors:

What House? is a leading property website that features thousands of new homes in Suffolk as well as across the UK. It also provides the latest property news, valuation of homes and property and mortgage advice. Over the last 30 years, What House? has held their annual What House? Awards, which are the longest established New Homes awards in the UK recognising UK house builders and developers across 23 categories.

Contact Information

For more information contact Sonya Bruce of What House? New Homes
(<http://www.whathouse.co.uk>)
0208 915 0888

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