

Housing provider launches campaign to make moving home more affordable

A leading Lincolnshire housing provider has launched a new campaign to help prospective homeowners achieve their goals in a more affordable way.

Longhurst Group, which owns and manages more than 24,000 homes in the Midlands and East of England and has an office in Boston, has launched its 'Moving Made Easier' campaign.

The campaign has reduced reservation fees to just £99 and offers buyers a £2,000 allowance towards their moving costs, which is available on selected homes.

One such development where this offer is available is at Mays Place in Bourne, an ideal location close to amenities, schools, and excellent transport links.

Longhurst Group wants to make homeownership more achievable for all and Daniel Sharpe, New Homes Sales Manager at the Group, said: "We want to help make homeownership smoother and more affordable for people and so we're delighted to continue our ongoing 'Moving Made Easier' campaign.

"Our offer helps buyers absorb some of the financial costs associated with buying a home and will empower people to take their first step onto the property ladder."

"We're proud of the homes we offer on a Shared Ownership basis and we have lots of very happy customers living in them across our ongoing developments."

The 'Moving Made Easier' campaign is available on the Group's Shared Ownership properties. Shared Ownership is a government-backed programme which allows people to buy a share in a property, while paying a subsidised rent on the share they don't own.

Over time, buyers can increase the share they own in the property through a process called staircasing.

To find out more about the 'Moving Made Easier' campaign, visit <https://www.longhurst-group.org.uk/find-a-home/moving-made-easier/>