



PRESS RELEASE

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HOME BUILDERS CONFIDENT ABOUT YEAR AHEAD

The Scottish home building industry remains confident of being able to respond to market demand in the year ahead. That is the view of senior industry leaders expressed at a meeting today.

Jonathan Fair, Chief Executive of Homes for Scotland, the organisation which represents companies building 95% of the country's new homes, said:

“There are still high levels of unmet demand within key market segments, particularly for family housing, right across Scotland. Given the Government's commitment to dramatically increase the number of new homes built in Scotland to 35,000 by 2015, the medium-term outlook is strong and our members are confident about the future.

“Whilst it is true Scotland has not escaped the uncertainty raised by economic pressures in other parts of the globe, the fundamentals of the Scottish economy remain strong and the key reasons for making a house purchase right now have not been diluted in any way.

“From a buyer's perspective, its now a good time to purchase a new build home. Not only are Scottish house prices continuing to outperform the rest of the UK (with more steady and balanced growth expected this year¹), but in comparison to many existing properties, modern new homes are many times more energy efficient whilst also offering the advantages of a fixed price, the ability to choose fixtures together with the security of a substantial guarantee.”

Ends

For further information please contact:

Jennifer Kennedy / Beth Hocking, Homes for Scotland. Tel: 0131 455 8350 (07946 421521)



Notes to the Editor:

1. Bank of Scotland House Price Index Q4 2007.

2. Homes for Scotland (www.homesforscotland.com) represents the country's home building industry which:
 - is the largest source of private investment in Scotland
 - contributes £5bn to the economy annually
 - builds 20,000 new homes per annum
 - employs more than 110,000 people
 - is the largest user of the planning system in Scotland