



# At Home in Cornwall

Issue 01

Stacks property search & acquisition

**A Warm Welcome** to the first edition of "At Home in Cornwall", a regular update from the Stacks Cornwall property search team. Our intention is to provide you with a useful insight into the Cornish property market and introduce you to a selection of individuals and services that Stacks have recently worked with.



## Location is the Key

Nicola Oddy Regional Director | Stacks Cornwall | [www.stacks-cornwall.co.uk](http://www.stacks-cornwall.co.uk) | 01872 519 118

When planning a house purchase in Cornwall it is vital to identify the areas you like and rule out places that you don't feel suit your needs.

Cornwall is so diverse, there is somewhere to suit just about everyone. So many characteristics are likely to be important to varying degrees:

- How busy is it in the holiday season?
- Is there a community in the winter?
- What local services are there; doctors, shops, sports clubs, schools, etc?
- How accessible is it for your business needs?
- What are the characteristics of the surrounding countryside/waters?

To help identify the right location invest in an Ordnance Survey map and put place names into a search engine, many places have informative websites. Also subscribing to monthly county magazines provides a wonderful source of local knowledge and observation.

"Cornwall is so diverse, there is somewhere to suit just about everyone."



*Look for your exclusive Cornwall Life voucher on page four*

# A Buyer's Perspective

## Jim & Henny Hinds

“ Jim and I, with our three daughters (Imogen 10, Allegra 8 and Otilie 5) had been looking for a holiday house in and around Harlyn Bay on the North Coast of Cornwall for a year, when a friend suggested Stacks. We were frustrated by our lack of local knowledge outside the area that we knew and we did not have the time for numerous fruitless trips to Cornwall to view properties.

We met Nicola for the first time when

she came to visit us on holiday at Harlyn Bay. She spent considerable time really getting to know what we were after and talking through our options (and managing expectations with regard to budget!) Two months later the phone rang and to my amazement I found myself driving to Port Gaverne to see a period terraced house with unbelievable views. Nicola had already viewed the house on our behalf and also researched the immediate area.

We fell in love with it straight away.

It was brilliant having Nicola to guide us through the bidding process, she provided invaluable advice right through to exchange and beyond. Port Gaverne is outside the area of our original brief and without Stacks we would never have considered it.

Nine months later we have enjoyed four very memorable holidays in Port Gaverne and we are looking forward to many more!

“It was brilliant having Nicola to guide us through the bidding process and she provided invaluable advice right through to exchange and beyond.”

# The Vendor's Perspective

Jo Riley Managing Director | The Atlantic Blanket Company | [www.atlanticblankets.com](http://www.atlanticblankets.com) | 08456 585 194

“ Little did I know, when I started my business from home in 2007, how quickly we would run out of space! The Atlantic Blanket Company is an online and mail order business, and while at least blankets and throws aren't fragile, they do take up quite a lot of

room. Add to that packaging materials and the usual office paraphernalia, and the children's old playroom was soon bursting at the seams. Indeed with three fast growing children, our entire cottage was rapidly becoming too small for us. However, with a business to run and

the family to look after, I was reluctant to place the house on the open market for several reasons. The thought of having to keep the house pristine for viewings was hardly enticing! In addition, local customers were used to coming to the house to buy from me and seeing the property online or splashed in the local paper could have sent confusing messages about how the company was faring, and what our plans were. Although squashed, we weren't in a rush to move (we got used to clambering over boxes of stock!) and wanted to wait for the right property to come along.

I mentioned our plans to our local Stacks agent, Nicola Oddy, and as it turned out we struck lucky. She brought a client up to see us, they loved the house and agreed to buy it. The whole process was dealt with smoothly and efficiently. We found the perfect property locally and now have room to grow on all fronts, and while I have said we will never move again (!), if we do we would certainly consider contacting Stacks.



# An Estate Agent's Perspective

Sean Johnston Partner | Philip Martin Estate Agents | [www.philip-martin.co.uk](http://www.philip-martin.co.uk) | 01872 242 244

For many people, living in Cornwall represents the ultimate lifestyle dream, with a unique combination of a vibrant cultural scene encompassing everything from fine arts, music, historic buildings, food, language and the more informal outdoor, often water related lifestyle, not to mention the opportunities of a modern way of life. It is easy to see why so many people are attracted to live here.

Cornwall is well known for its beauty, charm and culture, it is a favourite destination for millions of holidaymakers every year. The number of magnificent gardens and country houses would rival any part of the country, and Cornwall's pride in its Celtic heritage and unique place in history add to the appeal. The county city of Truro is a flourishing centre of enterprise and commerce, with its maze of small streets and independent retailers, a refreshing change from those chain giants dominating town centres.

Naturally Cornwall's appeal has encouraged many people from out of

the county to relocate, retire or invest. We continue to see people move from the other side of the Tamar buying property, in search of the 'good life', a good investment or a holiday home.

The Cornish property market continues to be affected by the British and European economy but with bricks and mortar proving to be a safe long term investment, property is selling and the expectations are that this is set to continue, although a falling supply of fresh stock is indicative of general fears overhanging the economy, with many potential sellers preferring to stay put, at least for the foreseeable future. With few new properties coming to the market and some property remaining overpriced, many buyers are patiently waiting in the wings for either new property to become available or for property prices to come down.

Price expectations also remain the same, anticipating that prices will decline rather than rise over the coming months. Every part of the UK, including London, recorded some

degree of negative price expectations during August and September. As a result, the UK housing market remains pretty flat with activity levels generally subdued and unfortunately Cornwall is no different. It remains that pricing property realistically will offer you the best chance of finding a buyer.

However, it's not all doom and gloom. Cornwall has enjoyed great press over recent years with the likes of Jamie Oliver's Fifteen, Rick Stein's Fish and Chips, Port Isaac's Fisherman Friends, Doc Martin as well as a fantastic student culture with Falmouth University. Cornwall has become the place to be. The fact is that there is a buzz, a new energy about Cornwall these days. The Cornish culture and lifestyle has never been so prominent and by using that regional distinctiveness as an aid to economic regeneration, Cornwall is thriving.

Keep up to date with the real market conditions via our blog on our website, find us on Facebook or follow us on Twitter.

# A Surveyor's Perspective

Colin Cockram Cockrams Surveyors | [www.cockrams-surveyors.co.uk](http://www.cockrams-surveyors.co.uk) | 01872 885 787

Colin Cockrams Surveyors Ltd, based in Truro, cover all of Cornwall. We have worked with Stacks on many occasions, from the largest grand house to the tiny quaint cottage. On receiving a call from a Stacks client, we will check the property age and type of construction and provide advice on which survey is appropriate. No time is wasted and the survey is booked and carried out as soon as possible after receiving verbal instructions.

The survey will take a minimum of three hours on site and in some cases can be two or more days for larger properties utilizing the skills of two surveyors. The inspection and checks are thorough and detailed.

Surveys include checks for structural movement, damp, timber defects, the

condition of the roof, guttering system, walls, windows, doors, and floors. Internal fittings such as the kitchen and bathroom are also checked. A visual inspection of service installations, such as boilers and heating systems is carried out and further arrangements can be made for the testing of the services if required.

The report also includes outside checks on outbuildings, the boundaries, paths, patios and vegetation. A "Look See" CCTV drain scan is part of the service and hugely important as defects to drains are often overlooked. Drain defects can cause building movement and be very expensive to rectify. Included in the service are investigations in the general area for flood risk, development, sub stations, and landfill.

The report is comprehensive and includes a CD-R with photographs and CCTV drain scan footage, with a separate report containing appendices. It gives the client a real insight into the condition of the property and confidence in making decisions on how best to progress.

Post survey and reporting, Cockrams Surveyors Ltd can instruct trustworthy contractors to provide quotations for whatever works are needed and can supervise contractors and check standards on completion. We can also offer Computer Aided Design (CAD) drawings and assistance in obtaining Building Regulation and Planning Consents.

Cockrams Surveyors Ltd are always there to help after the survey, no matter how long ago.

# The Might of Media

Amanda MacCaw Freelance PR Consultant | Media & Communications | mac.amanda@virgin.net | 01386 700 068 | 07977 238 175

“Amanda MacCaw discusses the invaluable role that PR plays in the marketing of Stacks Property Search.”

“An integral part of Stacks Property Search’s marketing strategy is PR. Editorial coverage gives Stacks credibility, and supports its other marketing strategies. It has a direct impact on the company’s external image and reputation, affecting clients, potential clients and associated professionals.

A freelance PR, with many clients in the property sector, I’ve been working closely with Nicola for over 10 years. The results, I hope, speak for themselves. Nicola is widely quoted in the national press including the Financial Times, Sunday Times, Telegraph and Independent; she’s been interviewed on radio and TV, and has excellent contacts with her local media too. It’s not unusual for Nicola to pick up the phone to a potential client and to hear the words “I read about you in the paper at the weekend...” – and for all the right reasons!

My own belief in the power of PR is

of course nothing like as compelling as that of a client’s belief. Nicola is 100% behind the Stacks PR effort, and does everything she can to make sure her profile in the media is maintained. She knows how valuable it is for her business to be quoted in a widely read newspaper or magazine, and how this profile has had a direct impact on the success of her business.

PR and advertising are often confused. Advertising involves buying space in the media. It is then up to the purchaser to decide what to publish in that space. PR on the other hand is independent content written by a journalist. The article is well researched, and a business will be quoted as a direct result of their expertise or understanding of the issue. My job is to have a direct line to the journalists, to find out what they’re writing about, and to help them create an interesting story by providing cogent content from my clients.

Nicola is a fantastic client to work with



as she always has something interesting to say! Journalists are unlikely to quote spokespeople who take a safe and clichéd line – they want straight talkers, people who will say it like it is, and will actually provide readers with interesting information and good advice. If I’ve got an urgent request from a journalist, Nicola’s a reliable source. She sees PR as a priority and will inevitably find time to talk to me so that between us we can put together the information the journalist needs using her insight into buying property and the Cornish property market, and my experience of the media. And that, in a nutshell, is what PR is all about.

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If you are thinking of buying outside the county of Cornwall, our nationwide offices will happily assist. Please contact us for details.

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