

# CALA tempts ex-pat buyers

NEW houses in Huddersfield are to feature at a property exhibition in South East Asia - as part of a drive to tempt ex-pats to buy a second home in Yorkshire

Award-winning housebuilder CALA Homes has joined forces with international property consultancy propertrack.com to show off its Hexagon development at the former Hopkinsons Valves site in Birkby at a permanent exhibition in Kuala Lumpur, Malaysia.

CALA has built 37 one and two-bed apartments in the converted stone office building fronting Wheathouse Road. It is also building a range of two, three and four bedroom mews houses as well as larger four-and-five bedroom family houses.

The company said it had received a growing number of enquiries about properties from international investors and UK ex-pats in the wake of falling house prices.

The Leeds-based house-builder believes there is a "significant appetite" among ex-pats living in regions such as South East Asia to purchase a second home or investment property.

Alison Deakin, area sales and marketing director for CALA Homes (Yorkshire), said the Kuala Lumpur marketing initiative would fuel interest from international buyers.

"We now live in a truly global property buying and investing community," she said. "With low cost international travel, property investment has no barriers and this is an ideal time to build our reputation across a global audience, particularly across Asia."

"This represents an excellent opportunity to showcase CALA's prime developments to a key market. In these challenging times, it is becoming increasingly important to target potential buyers outside the usual channels, although we continue to sell well to buyers from throughout Yorkshire."

Alongside the Hexagon development, CALA Homes is building new family houses at two sites in Pinestone, at Garforth, near Leeds, and in York.

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