



PARK HOME RESIDENTS ACTION ALLIANCE (PHRAA) EST. 2002



OPEN LETTERS

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“IS THIS THE LATEST FORM OF SALES BLOCKING?” By Tony Turner Founder & Team Leader JBS Action Alliance. Published on the PHRAA Website by kind permission of Tony Turner. Cornwall. Ron Editor October 2017



Tony Turner

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IS THIS THE LATEST FORM OF SALES BLOCKING ?

Removed from involvement in Park Home sales procedures in 2013, it appears that a new site owner initiative has been introduced that can have similar effect - but one that cannot be prevented.

At a site owned by well known traders Jeffrey & Barbara Small, two home-owner refurbished twin unit homes have been for sale for some time at the respective prices of £140k and £120k, their hopes of selling disadvantaged by Messrs Smalls advertising of a brand new built to order two-bedroomed home with en-suite and a chauffeured visit to the factory to choose the fittings, all for £105k. It might have been expected that such an offer would have been snapped up, but the latest unsited home has not been sold for more than a year. However, the underlying question is would any buyer pay £140k or £120k for a thirty plus year old refurbished home when a brand new one can be acquired at the same park for £105k and include a ten year warranty – And is the pricing of new homes intended to reduce the value of all other homes on the site as a form of sales blocking and/or to ensure that old homes that come up for sale can later be purchased by the site owner for less than their previous open market value. As an addendum to the above, the home-owner previously selling for £120k has now needed to reduce his selling price to £99k.

Of course, a site owner cannot be prevented from selling new homes at any price he or she may choose - but is the marketing of brand new homes for £105k and an absorbed loss of potential profit a ploy for substantial longer-term gain ? Residents at the same park can clearly recall the words of the notorious Jeffery Small Snr., when he and his family first acquired the site and stated that occupied homes for sale were over-priced and that (for then unexplained reasons) he intended to ensure that this was remedied – Nevertheless, for the moment, if anyone is currently interested in a chauffeured trip to the manufacturers with a view to purchasing an ex-factory home that will be sited for the all inclusive price of £105k, they can contact Mr Small at Sovereign Park Home Developments Ltd.,(Taunton) whilst being offered the very firm advice that they should instruct a keen and knowledgeable solicitor to oversee the transaction.