

Pure Property Scoops Top Industry Awards

FAST growing East Anglia based property finders, Pure Property, have swept aside all competition to scoop the top industry accolade in the Daily Mail UK Property Awards 2007. At a glittering awards ceremony held at London's Royal Lancaster Hotel on Friday 5th October, the dynamic new company was voted "Best East Anglia Property Finder" and then went on to win the national title of "Best UK Property Finder".

CEO, Nick Gooch, attributes the company's success to two key elements, "First and foremost is the wonderful team of people that we have working here. Their sheer hard work and determination have been the major contributors to our success. Secondly, we are proud of the level of service that we offer. Right from the start we decided that we would offer something very special for our clients at Pure Property. So, we aim not just to assist clients in finding their ideal property, but to manage the entire process from search and negotiation, through to completion and beyond". Pure Property was established in 2005 to meet the needs of people buying property. Historically the property industry has been biased towards the seller of property, hence estate agents obtaining a % of the sale price, whilst buyers, who are likely to be making one of the most important decisions of their life – both emotionally and financially – received no real help or guidance. Pure Property was created to redress this imbalance.

In just two years, Pure Property employs more than 15 staff at offices in Norwich and Cambridge. "Our clients range vastly, but usually have several things in common", says Nick. "They either lead busy lives but recognise the importance of making sound property decisions, or they have become frustrated with the traditional route and turn to us for a more personal service". As East Anglia continues to attract people in to the area, Pure Property is seeing a rise in the number of clients who are looking for help when relocating. "When relocating to a new area, clients look for advice on where and what to buy so that they make the right decisions first time", says Nick. "Pure Property's service appeals to clients relocating because it gives them an experienced property professional with high levels of local knowledge on the ground". Relocation to East Anglia is not just appealing to individuals and families. Pure Property also holds contracts with several of the region's major employers, supporting them and their employees through relocation into the region or managing the search for new commercial premises.

"Many businesses recognise that if they are recruiting for this area or relocating staff, good professional advice on making the move is a huge benefit," explained Nick. "By working with Pure Property, both employer and employee can be sure that they are receiving all the support that they need in finding a new home, completing the removal process, dealing with utilities and finding appropriate schools for their children."



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Areas we cover: East Anglia; East Midlands; East & West Sussex; London; Kent; and Surrey.

