



CLEARVIEW HOMES

BUILDING THE FUTURE

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# Clearview Homes

## Twenty years in the making

Energetic, resourceful and progressive, Stephen Murphy and Ray Dias have worked together for over 20 years as joint owners of Clearview Homes.

Together they have established Clearview Homes as one of the most imaginative and proactive developers and house builders in the north and west London boroughs and adjacent counties. Their hands-on philosophy and commitment to the highest standards of design, construction and customer service have produced award-winning, sustainable developments where communities can prosper and grow.

### Building the Future

Supported by a highly skilled, experienced team of professionals and a dynamic sales and marketing division, the company ethos is one of cherishing heritage while

building for the future. Never complacent and always aiming to deliver a product to suit the purchaser's requirements, extensive market research and constant evaluation of new building methods and materials drive the development strategy.

From bespoke luxury homes to regeneration schemes and social housing, Clearview Homes takes a meticulous approach to the housing needs of individuals and families and has earned a deservedly prominent position in the house building industry.



### Stephen Murphy

CEO + Principal Shareholder

Stephen is responsible for all of the stages of development, from acquisitions and planning approval to sales, marketing and finance.

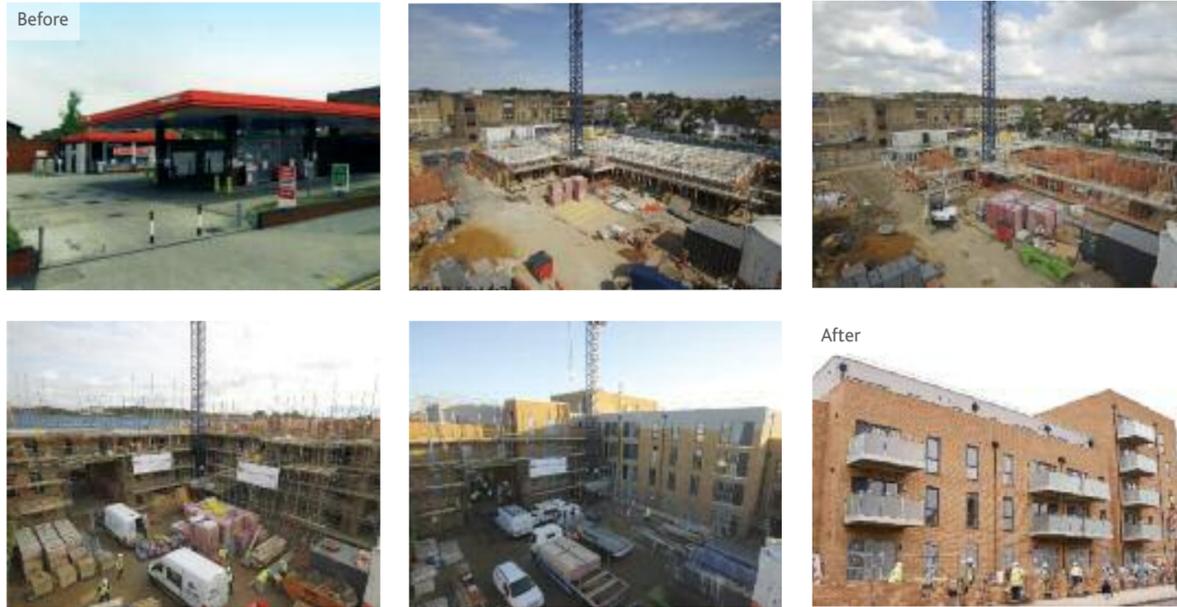


### Ray Dias

COO + Principal Shareholder

A construction specialist, Ray directly oversees all aspects of design and production of every Clearview Homes development.





## Imaginative, innovative, research-led land acquisition

Keeping pace with the ever-increasing demand for new homes requires an imaginative and resourceful approach to land acquisition. Clearview Homes' acquisition strategy combines detailed market research with a refreshingly innovative view of land usage to create development opportunities that reflect the needs of the market.

Once an opportunity is identified, Clearview Homes is committed to making rapid progress towards acquisition. Precise feasibility studies, careful analysis and financial strength empower Clearview Homes to make immediate decisions on land with or without planning permission.

### **Unlocking the value of complex and challenging sites**

The ability to unlock the potential of challenging or overlooked sites gives Clearview Homes the edge over many of its competitors, allowing development success where others have failed.

Keeping up-to-date with changes in planning legislation and utilising the unique characteristics of each site enables positive planning results. This has consistently led to the transformation of previously derelict and unsightly land.

Brownfield development remains a key area of expertise. The objective is always to develop something attractive, relevant to the market and in keeping with the local community and environment. Time and again, Clearview Homes has demonstrated that, with imagination, energy and vision, successful regeneration can be achieved.





## As planning policy evolves, Clearview Homes evolves too

When planning policy changes, Clearview Homes keeps pace with it. Ever-evolving, the policies influencing land supply, sustainable design and environmental planning require daily scrutiny to ensure success.

At Clearview Homes, a talented, multi-disciplined team of planners, architects and consultants are supported by technical experts, all fully conversant in the complexities of current planning policy. They understand the requirements for sustainable homes that meet the needs of real people.

### **A technical team with its finger on the pulse**

The members of our technical team aren't just up-to-date with policy, they are also aware of the very latest products, materials and construction techniques required to build homes of quality and durability. This awareness ensures building at a rate that keeps pace with demand while optimising energy consumption and sustainability.

### **A positive approach to working with Local Authorities**

Clearview Homes aims to enlist the support of Planning and Regeneration Officers and local councillors. We understand what shapes planning policy and we put local environmental and construction objectives at the forefront of planning applications. From traffic to trees, bats to bin stores, landscaping to localism, Clearview Homes aims to embrace local concerns and reflect these in their planning applications.



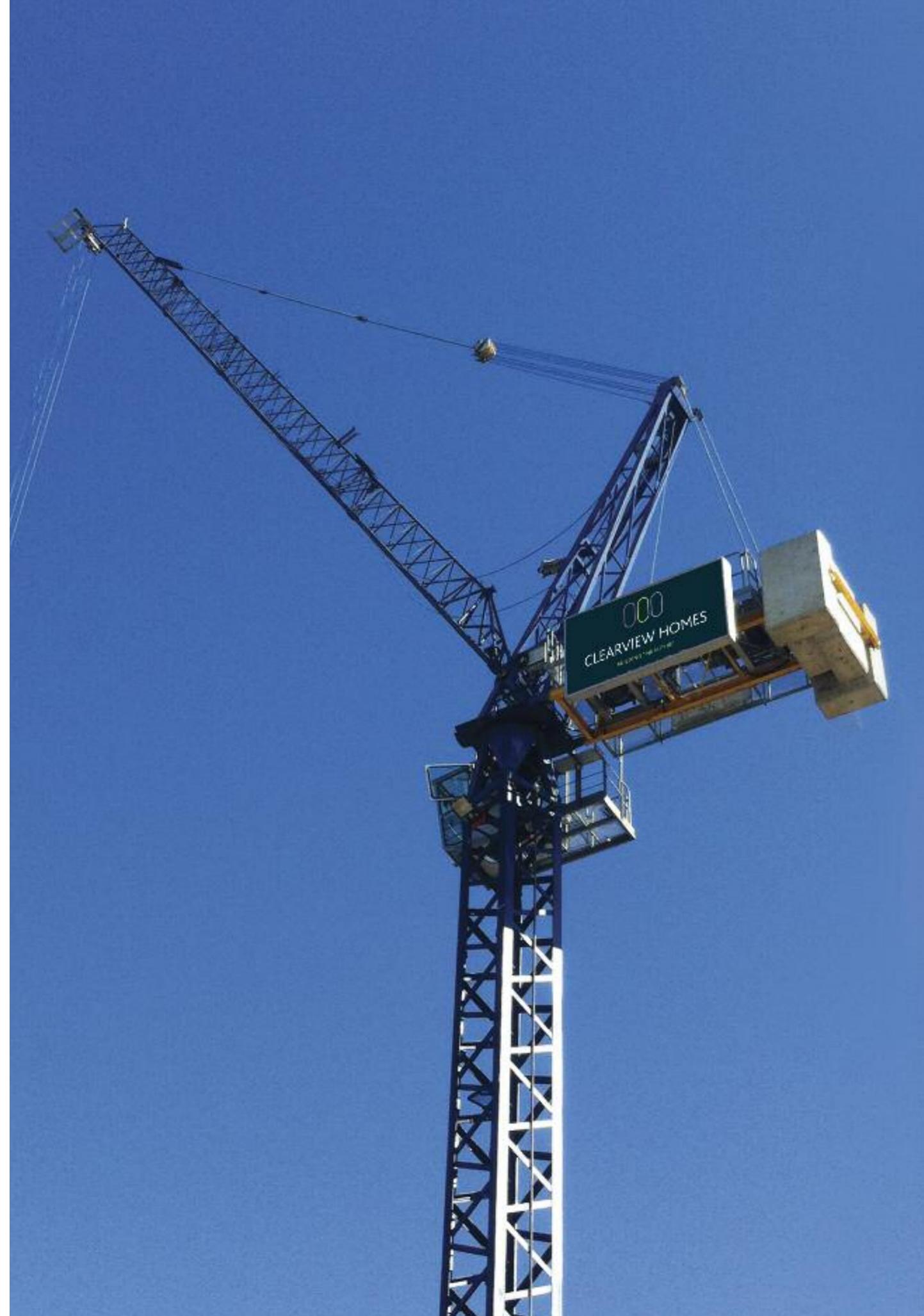


1. Piling rig equipment at work. 2. Clearview development under construction. 3. Site manager working on a schedule. 4. Showing clients the progress of scheme. 5. One of many finished homes by Clearview Homes. 6. Showcasing the quality of Clearview Homes specification and finishing

## The construction of a Clearview Home

Every Clearview home is conceived and constructed by a team of multi-skilled specialists and professionals.

- Architects and engineers fine-tune the construction design, ensuring sustainability codes are met and exceeded.
- To ensure that our homes meet the needs of real people, our Marketing Manager provides detailed domestic specifications for every build.
- An optimum programme is developed by the construction team, led by Chief Operations Officer, Ray Dias. This ensures that every stage of the build is precision planned and executed.
- The Commercial Team creates a unit of trusted contractors and site managers for each development, sourcing sustainable materials to budget and ensuring the timely delivery of labour, plant and materials.
- On-going quality and health and safety checks are deployed at every stage. Clearview Homes is proud of its 'clean and tidy' site policy.
- Clearview Homes are committed to minimising the impact of development and construction by exceeding the standards of the Considerate Constructors Scheme.





# Every Clearview Home is a product of passion

"Each development, home or building is a legacy. My passion is the planning process that leads to this legacy."

**Stephen Murphy, CEO**

"We always seek to exceed the expectations of our buyers. My passion is maintaining standards that always give us a competitive edge in the market."

**Tony Laws, Land and Acquisitions**

"I am passionate about creating a quality home that I would want to live in myself – I really take pride in building homes that will stand the test of time."

**Ray Dias, COO**

"I'm passionate about creating new communities and new relationships within them. I always want to be involved in projects that improve people's standards of living."

**Robbie Greenaway, Land and Planning**

"My passion is the relationship we build with our clients – it begins with their first visit and carries on long after they have moved in with our after-sales customer care."

**Barbara Davies, Marketing and Sales Manager**

"For me, it's all about building – not just quality homes, but also quality relationships with suppliers and subcontractors. The better the relationships, the better the finished product"

**Kevin Parkinson, Commercial Manager**

"I am passionate about building homes that display the highest quality materials and workmanship, and that are thoughtfully designed. Homes that buyers are proud to own."

**Richard Drury, Technical Manager**





## Building-in confidence with every sale

It's not just about the quality of the build. It's also about the quality of customer care that is extended to every purchaser of a Clearview Home.

It soon became clear at a very early stage in the company's development that building a great home for someone isn't enough. When facing what may be the biggest single financial outlay in a lifetime, a customer needs reassurance, care and the confidence that they have made a wise investment.

### Investing in customer care and the after-sales experience

We wanted the purchase of a Clearview Home to be met with excitement, not trepidation. To achieve this, Clearview Homes established a dedicated customer care division that offers personal, friendly and helpful support through the purchase of a new home and in the months and years after.

- Buyers are accompanied to every viewing by a member of the Clearview Homes sales team.

- Support is provided throughout the purchasing process including assistance to understand the financial and legal aspects of buying a home.
- We are always happy to arrange additional interim visits to their new home whilst under construction and meet existing satisfied owners.
- Every Clearview Home comes with a comprehensive handbook specifically relating to the property, its construction, specifications and equipment.
- We always facilitate pre-delivery inspections with the buyer to ensure they are entirely happy with their new home and make sure they understand the benefits of their their 10 year NHBC warranty and also the Clearview Homes exclusive two year warranty.
- Customers are introduced to a care representative and maintenance technician who will ensure satisfaction with their new home.

### Testimonial

I would always recommend Clearview Homes to my friends and relatives for their best quality homes...

...Buying from you has been a very good and positive experience and so thank you once again for your lovely property that we're happy to call home

Terry Darby, Bricket Wood

### Testimonial

After a working life in house building .... I was continually drawn back to Courtlands Drive by the superior workmanship and materials. We are very happy with our new home and the excellent aftercare service

Mr Alan Bunker, Watford

### Testimonial

Our experience with Clearview has been highly positive throughout and we would absolutely recommend you to other buyers

F. Milza, Ickenham

### Testimonial

We moved into our Clearview House a year ago and have been delighted with the property. Where Clearview have been exceptional in our view is in their aftercare service. Often you read in the press about house builders neglecting customers once the purchase has been made. This has definitely not been the case with Clearview

David Murphy, Stoke Poges



# Clearview Homes – Building the Future

For over two decades, Clearview Homes has built for the future with passion, care and commitment. A 21st Century Clearview Home is a home to enjoy today, tomorrow and for many years to come.



MAPLE CROSS



SOUTH HARROW



WEMBLEY



HAZLEMERE



HAREFIELD



AYLESBURY



GERRARDS CROSS



NORTH HARROW



NORTH HARROW



WATFORD



MILL HILL



NORTHOLT



MAPLE CROSS



HILLINGDON



HARLINGTON



ICKENHAM



BUSHEY



BRICKET WOOD



KENSINGTON



SOUTH HARROW



HILLINGDON



EDGWARE



AMERSHAM



SLOUGH

