



NEWS RELEASE – MILLER HOMES

1. 'City One' – competition NIL!

**Winning ways with contemporary
apartments start at City One, Preston**

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**Unbeatable contemporary apartments –
selling fast in the exciting new city of
Preston**

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Unbeatable quality, value and choice have seen sales continue to rocket at City One apartments in Preston. Phase 1 of this stylish new development was completed by Miller Homes as recently as July. As of October 30th, XX properties have been sold. Phase 2 isn't due for completion until 2007, but people are already buying 'off-plan'.

Sue Wxxxxx, Miller Homes Sales and Marketing Director, has been impressed – but not surprised – by the success of City One:

“Everything has come together in the best possible way,” said Sue. “Preston’s an exciting new city where things are on the up and people are confident about the future.

“City One is an amazing development of contemporary apartments with a fantastic central location. Everything about City One is in tune with what today’s buyers want.”

The City One development makes a strong and stylish architectural statement. Three groups of apartments are arranged dramatically around a landscaped piazza area. The effect of this is complemented by unusual elevations and rooflines as well as striking red and blue façades.

Buyers have a choice of eight two-bedroom apartment designs, some with balconies and some with ensembles. Prices reflect the differences in design and specification which ensures there's a property to suit a wide range of buyers.

As with all Miller Homes apartments, the living space has been planned meticulously, whilst fixtures and fittings are not only of high quality; they are also at the top end of popular contemporary taste.

The kitchen, for example, combines convenience with good looks. Features such as the stainless steel extractor hood with matching four-ring gas hob and electric oven take convenience and style to a higher level.

Likewise with the specially sourced fully-integrated fridge freezer and washer-dryer. Safety and security receive equal attention, with smoke detectors, burglar alarms and audio entry systems all installed as standard.

Situated at the heart of Lancashire, Preston has excellent rail and motorway links to just about anywhere in the country. This all-new buzzing city is also superbly located for easy access to the major leisure attractions and commercial destinations of north-west England.

'CITY ONE' SITE MANAGER WINS TOP NHBC AWARD

The high standard of construction and finishes to be found at 'City One' have been recognised not only by dozens of interested buyers. No less a body than the NHBC (National House Building Council) has awarded City One Site Manager, Harry Dxxxxx, its highly prestigious 'Seal of Excellence Award' as part of the 'Pride In The Job' campaign. Having beaten more than 18,000 site managers in the Northern Regional Finals, Harry will now go forward to compete in the

NHBC 'Supreme Awards Final' to be held in January 2007.

Prices for a two-bedroom apartment at City One start from £XXX,XXX. The Marketing Suite and Show Apartment are located just off Moor Lane and are open every day from 10am to 5.30pm. For more information, visit www.millerhomes.co.uk or call the development on 0845 000 0000. Alternatively, call the Sales Hotline on 0870 000 0000.

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http://www.buzzwords.ltd.uk/property_copywriter.htm