

The Lime Website Was Launched

With a recession looming and the housing marketing in heavy decline it would seem crazy to launch a new property company, however local entrepreneur Paul Fielder believes now is the ideal time to launch Lime Property.

With the vision of becoming innovative, forward thinking estate agents, Lime will initially focus on letting property in the city centre with developments such as The Sawmill and Princes Dock Chambers.

Paul Fielder, Managing Director of the new enterprise hopes that Lime will grow into the region's best agent, "I intend to grow Lime Property to a position whereby any new developer makes Lime Property the first port of call when developing property in Hull."

"As a market driven company it doesn't concern me that we are in a recession and that the current sales market is frozen, we will simply focus on letting properties in the first instance. Recession or no recession everybody still needs a roof over their heads."

Initially the company will trade from The Maltings however the long term vision is for Lime to move on to the Fruit Market and take advantage of the planned regeneration programme.

"I wanted to name the company after a fruit and Lime sounds better than Strawberry or Pineapple! You can also change one letter and you've got 'Live' or 'Life' so you can play with it for marketing purposes as I have done with the strapline Sublime City Living."

With a background in business development and marketing gained through previous work at Sheffield-based ZOO Digital Group PLC, Paul is pleased to be back in his home city, "it's nice to come back to Hull after being away for 12 years. So much has changed for the better however there are many opportunities to explore and through Lime Property we can raise the bar in standards of customer service in the estate agency industry".