

First Lime Property Sold

Lime Property launched its sales division with Tradewinds, the latest addition to Hull city centre's skyline.

Following its success in the lettings market Lime had been awarded the exclusive sales contract for Tradewinds from Britannia.

“We were approached by several agents to sell the properties however none were as impressive or proactive as Lime Property.

Andrew Billington, sales manager at Lime was confident that Lime's success in letting over 150 properties in its first 12 months would transfer over to success in sales.

“We have proved our strategy of cool marketing, focussing heavily in the growing online world and providing a great customer service works for lettings so we were certain our ideas for sales would prove equally as successful starting with Tradewinds.”

The sales at Tradewinds commenced with a launch event over the Bank Holiday weekend and within 15 minutes of opening the doors Lime had sold its first property.

“It was crazy. We had people queuing up to buy one hour before we were scheduled to open the doors.

“Within 15 minutes of the scheduled opening time we had taken a reservation fee. The day ended with 3 properties under offer – not bad for our first day of sales!”