



**Friday 20 January 2012**

**Moat teams help more than 100 first time buyers to buy a home and move in by Christmas**

Moat's teams assisted 117 households, predominantly first time buyers, to purchase a property during December. This result smashed through the housing association's targets for December, a much shorter month in terms of sales delivery due to Christmas. All 117 households completed on the sales and moved into their homes ready for Christmas.

117 equity loan sales delivered in one month is only five short of Moat's previous all-time record of 122 delivered in June 2010 and people in the team are delighted, considering the challenges in the current housing market.

Moat provides equity loans to first time buyers through FirstBuy and HomeBuy Direct – both are UK Government programmes, jointly funded by the government and private developers. The HomeBuy Direct programme is now tailing off, with only a few sales left to complete; whereas FirstBuy is in year one of its two year programme. Moat is the only housing provider offering HomeBuy equity loans across the whole of Essex, Kent and Sussex, an integral part of our role as the Government's Local HomeBuy Agent in these counties. The team works with private developers such as Barratts, Persimmon, Taylor Wimpey and others, acting as the Government's agent to provide the loans to people who are first time buyers.

Moat's Director of Sales and Marketing, Marilyn DiCara, says; "It's been a really challenging year for the housing sector so we are beyond excited to have beaten our targets. I'm really proud that the team worked so hard to help in excess of 100 households to buy a home for the first time and move in before Christmas. Despite the difficulties in the housing market, people still need homes to live in – we do our best to help as many people as we can to access this Government-supported equity loan funding and get their foot on the property ladder in a safe, secure and high quality home."

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