

A Place in the Sun

CAVERSHAM-BARNES - A PROFILE

From its wonderful beaches to its breathtaking mountains, warm Mediterranean climate, delicious locally produced food and, most importantly, its friendly people - Crete is truly a stunning island.

Caversham-Barnes of Caversham near Reading was established just over five years ago by businessman Said Marie who researched the European property market and identified Crete as the best location in the Mediterranean to extend his UK development activities overseas.

The Caversham-Barnes scheme currently underway in western Crete - Litsarda Villas - was planned and built in response to detailed market research among discerning British buyers seeking a holiday home in the sun which may become their permanent residence.

Responding to the specific requirements of these people, Caversham-Barnes formulated its property development philosophy.

Key elements are to offer:

- **All year-round living** in properties which all have private heated pools, central heating for the winter, and large terraces and air conditioning in the summer;
- **Value for money** represented by large plots containing spacious villas which benefit from a lower-ground floor with shower room and garage;
- **Simple pricing** with no small print because everything - from the furniture, indoors and on the terraces, to crockery, pots, pans and cutlery - is included in the purchase price;
- **Hassle-free purchases** with the developer taking care of connections to all utilities.

Adhering to the high professional standards of the Association of International Property Professionals - the trade body established to provide a 'kitemark' for the entire overseas property market - Said insists on close personal involvement in all aspects of the design, development and marketing of his firm's properties in Crete.

To help him ensure that standards are maintained throughout the construction phase of a development, he recruited local civil engineer Spyros Maris. He trained at Imperial College, London and can draw on more than 20 years of professional experience, including his role as the engineer in charge of the development of Crete's new Chania International Airport.

Caversham-Barnes sells its properties direct to purchasers without employing local agents and only after buyers have inspected the building with at least three-quarters of it completed, eliminating the financial risks and uncertainties associated with off-plan purchases.

The policy has paid off. Said has proved repeatedly that, if he personally escorts potential buyers during their visit to his development site and the local area, he is able to communicate Caversham-Barnes' development philosophy and his own passion for Crete. One of the clients he escorted was Donna Taylor from Berkshire who had already reserved another property elsewhere. Donna cancelled her first reservation after inspecting and selecting a property from Caversham-Barnes instead!

She Said, said: "I was impressed by Said's openness and honesty. Unlike property agents I had met on my earlier visit, there was no