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Welcome to the July/August 2011 issue of the Cambridge Homes Newsletter



Our team attended the Registered Master Builders 2011 Awards at the fabulous new Claudelands Events Centre on the 22nd of July and walked away with more than we arrived with - and we don't just mean the full tummies!

Cambridge Homes was thrilled to win the More FM and Waikato Times People's Choice Award. This award means a lot to us. We don't just build great homes – we build relationships too.

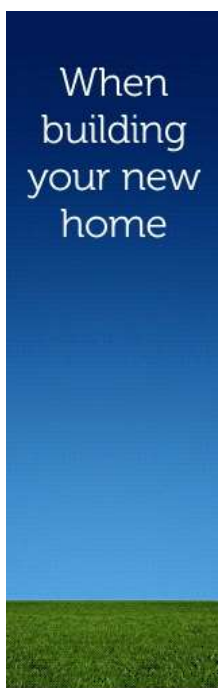
We also picked up a Silver Award for excellence in workmanship, creativity and innovation - New Homes \$450,000-\$600,000, and a Bronze James Hardie Show Home Award for excellence in workmanship, creativity and innovation. To even be eligible for these awards a building company must exceed industry standards, so we were very proud and excited to be there again this year.

Fabulous firsts (and an operation thrown in for good measure)

It's been a very busy time at Cambridge Homes and it's hard to believe we're into the second half of the year. A first for us was the development and production of a full gloss magazine. We also enjoyed our first time as an exhibitor at the New Zealand National Agricultural Fieldays; we joined the social media world of Facebook and Twitter; had three of our fleet vehicles sign written; sold our Show Home on Addison Street; and have further enhanced our relationship with leading, innovative and forward thinking construction lenders NewBuild.

While all of this was going on Phillip finally got to have knee surgery but even that didn't slow him down (read: *stubborn*), and we found ourselves without phone and internet for a couple of weeks after we moved out of the Addison Street Show Home. This really showed us how reliant we've become on technology. Thank goodness for cell phones.

The banks say 'No'? Try NewBuild



Cambridge Homes is building several homes for clients in association with NewBuild. For those of you who haven't heard of NewBuild, they are New Zealand experts in residential construction finance.

In Cambridge the NewBuild representative is Gavin Lynch of YES Mortgages, and we couldn't speak highly enough of him. NewBuild also has offices around the country.

NewBuild is a company that thinks outside the square when it comes to construction lending; they genuinely care about making dreams come true for New Zealanders, and look at ways to make that happen.

Managing Director Ian Webb says mainstream banks turn away about 75 percent of people needing finance to build a home. In fact, the majority of NewBuild's clients have tried to get financing from a bank already and been turned down. It might be that their deposit is lower, or the banks don't believe they can afford the building process. Often, banks don't want to lend sufficient funding to complete the build. NewBuild can fully manage your finance for you and offer a 'no mortgage repayment' option until you move into your new home, so you don't have to pay both mortgage and rent at the same time.

Even though NewBuild has its own lending criteria designed to get you in to a brand new home, it funds through ASB/Sovereign, so you know you will get a standard bank loan at competitive interest rates, no fees, and plenty of great advice along the way for as long as you need it.

If you are considering buying, building, or think you don't fit the banks' 'preferred customer profile' for construction lending, give Gavin a call and see if NewBuild is an option for you, or contact any one of the NewBuild branches and have a chat. We couldn't recommend them highly enough.

<http://www.newbuild.co.nz/> | 0800 NEW BUILD | 0800 639 284

Cambridge Homes Magazine: A free, comprehensive guide to building a home

So many people come to us curious about designing and building a home, but have been put off by things they might have heard: it's too hard, too costly, too many problems, negativity about PC sums, where do you start, what's required... the list goes on.

When you build with Cambridge Homes, none of that is true! We work with *your* budget, we take care of all the hard stuff (the red tape, organising engineers' reports etc), we are experienced professionals and we only sub contract the best, we manage the project and help you through it. We wanted to set the record straight – at least to demystify the process so that people wanting their own home have all the facts before they discount the idea of building a home.

So the Sales/Design team and the Project Management/Build team put heads together to come up with a way to inform and educate people about design and build from start to finish and we decided on the idea of a full gloss magazine that outlines the entire process from start to finish. We believe it's hit the mark, and feedback from industry and clients has been great!

We're currently building a home for BMX champion Sarah Walker and her partner, rowing champion Ian Seymour. Their experience is our featured cover story.

We had fantastic industry support for the magazine from many of our valued suppliers and sub contractors. We also acknowledge Maria Low of Scriptique PR & Communications Ltd. for writing and editing the magazine and to Karen May of Kaz Graphic Dezin Ltd. for the design. Thank you both for a job superbly done.

If you or someone you know is thinking of building a house, please ring us to order a copy (while stocks last) or drop in to the main office or our Show Home site to pick one up.



Cold temperatures, hot coffee, great fun at the Fieldays



Cambridge Homes was proud to be a first time exhibitor at the Fieldays at Mystery Creek. Over the four day period, Fieldays saw 117,495 visitors through the gates. Fieldays is the largest agribusiness exhibition in the Southern Hemisphere, with a current exhibition and demonstration space of over 40 hectares with more than 1,000 exhibitors on 1400 sites. We had a great location and many, many visitors, some of whom showed up with hot coffee - for which we were most grateful.

Some people asked us why Cambridge Homes was exhibiting at the Fieldays. The fact is we build many homes on farms and lifestyle block. It was great to talk with visitors to our site about the possibilities for their rural sites. We had a great deal of interest, plus it was doubly exciting as the magazine was hot off the press.

Embracing social media

This year we entered the world of social media with a Facebook page and a Twitter profile, and Liz has taken to it like a duck to water.

We're finding it's a great way to interact with clients, suppliers, potential clients, and supporters of Cambridge Homes in general.

We're really just at the beginning of our social marketing so in the process of growing our online networks, but it's going well so far. We would be thrilled if you "Like" us at: <http://www.facebook.com/cambridgehomesnz> or "Follow" us on Twitter @Cambridge_Homes



And while we're on the subject of social networking, please take a look at our updated website. <http://www.cambridgehomes.co.nz/>

We're loading more house and land packages, more design options, and more information onto the site. If you see something you like, or want to know more about, please get in touch.

Sign written cars making an impact

This year we've sign written three of our fuel efficient runabouts – little Suzuki Swifts. We've heard through friends that one of the cars was spotted when Phillip went to Auckland to meet with the suppliers, so we can vouch for the fact that sign written cars definitely get noticed. Next time you see one of ours parked in your area, come and say hi.



Wanted: One Show Home



Actually, with the sale in May of our Show Home at Addison Street we are now building a new one at Shadbolt Drive, Cambridge. It's a stunning design in a wonderful, emerging location. Come out for a visit and check out some of the available sections.

That's it from us at Cambridge Homes for this issue – until next time, keep warm, stay safe, and be well.