

Heronslea Group Appoints New Sales & Marketing Director

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Hertfordshire's leading privately owned residential developer, Heronslea Group has strengthened its team with the appointment of a new Sales and Marketing Director. Shelley West joins the Group at a busy time, which sees the family-run company acquiring land and gaining planning permission for a number of new sites, as well as launching several developments.

Jason Rishover, CEO of Heronslea Group comments: "We are delighted to welcome Shelley to the team, where she will be a tremendous asset to the business. She has considerable experience within the new homes market and extensive knowledge of our region. This year we have significant expansion plans and Shelley's appointment is instrumental in our continued success of the business. As well as driving new site launches, she will take a strategic overview of the company's sales and marketing programmes."

Shelley joins Heronslea Group with over 20 years experience. She has worked with CALA Homes formerly Banner Homes since 1996, where she started in sales and quickly rose the ranks to Sales Manager and then Sales and Marketing Director. Shelley brings with her senior management experience in new homes sales and marketing, and extensive knowledge of Heronslea Group's key areas of operation, where over the years she has successfully launched and marketed many developments.

Shelley comments: "I am delighted to be joining Heronslea Group, at such an exciting time. I was so impressed when I first saw the design and high specification of the homes being built by Heronslea Group, I knew I wanted to work with them. I am looking forward to steering the company to further success this year, and beyond, and helping the company build on its reputation for design, quality, customer satisfaction and attention to detail."

Shelley is now spearheading the launch of two exciting new schemes in Bushey Heath. An innovative site centered around a village green, which will provide a total of 51 units - Windmill Place is a collection of 29 one and two-bedroom apartments and 22 three and four-bedroom houses. At Sparrows Herne, close to Bushey High Street, The White House features 16 one and two-bedroom apartments with a high specification, balconies and secure underground parking. This site was only launched off plan in autumn and is already 65 per cent sold.

Heronslea Group is currently building in Bushey Heath, Mill Hill, Hadley Wood, Bentley Heath and Harrow Weald, with several developments launching in North London and The Home Counties over the next few months. For further information on Heronslea Group visit www.héronslea-group.co.uk.

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