

## Multimillionaire Romany Gypsy Set To Be Leading Park Home Operator

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Wyldecrest Parks hits the 15-year mark this year and the company wants to dominate its business sector until the end of 2016. Valued at around £200 million, Wyldecrest Parks is one of the largest park home operators in the UK with 45 residential and holiday mobile home sites across the country. The company is owned by multimillionaire Romany Gypsy entrepreneur Alfie Best, a successful self-made man driven by tenacity.

With his first business at the age of just 14 years old, buying and selling cars and vans, he quickly moved on and, during the 1990's, became the owner of several mobile phone shops across London. Full of new ideas and with his hands-on approach and his very unique business style, he overcame all the difficulties inherent to his gypsy traveller background and has begun his successful professional path totally from scratch. Today, he owns several businesses within different industries alongside his 27 industrial units on 80 acres of land across the country.

Alfie's flagship business, Wyldecrest Parks, started in 2001 when the entrepreneur has decided to buy his very first mobile home park – Lakeview Residential Park in Essex - investing into something that he feels as a second nature – caravans.

After a successful and prosperous 2015, in which the company has registered a remarkable growth by acquiring more than 30% of its actual nationwide portfolio, strongly invested on its parks' development and registered a sales increase of over 200%, the bar is set high. By the end of the year, Wyldecrest Parks aims to own 53 parks in the country and then become the leader within its sector.

The business was the first one within its industry to become ISO 9001 accredited and it is as well the only park home operator that has nationwide parks across England, Scotland and Wales. In October, Wyldecrest Parks has also won the 2015 LondonlovesExcellence Retail & Property Business Award and its Chairman Alfie Best was shortlisted for the Entrepreneur of the Year category.

"I'm really looking forward to the year ahead! We'll carry on growing the residential side as usual and we're also planning to strongly invest and grow even more the leisure sector of our business", explains the Wyldecrest Parks' Chairman. But Alfie Best raises the bar even more: "We want to be a fully European business within 3 years and we want to be an international company in 5 years' time", he guarantees.

In 2016, the "crystal" anniversary will be celebrated throughout the year and across the UK with nationwide promotional campaigns and activities to take place on parks. The company is planning monthly offers and promotions for those who wish to buy a park or holiday home and also for those who want to book their holidays at one of Wyldecrest leisure parks. In February, the company will launch the "15th Extravaganza", an exclusively online promotion that only lasts for 24 hours on the 15th of each month and a big Anniversary Campaign is arriving on March.

## Company Contact:

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