

Estate agent gives away car with new homes in desperate attempt to tempt buyers

By Becky Barrow

Clients who buy one of 247 newbuild flats in Newquay, Cornwall - worth between £150,000 and £1.5million - could drive away with a Smart Car, a Volkswagen, a Mercedes or a Range Rover.

Buy a house, get a car free: customers will be able to drive a new vehicle, such as a Smart Car or a Range Rover to their new home

Stuart Shield, branch manager at Bradleys estate agents in the resort, said it is the first time in his ten-year career that he has offered any incentives. 'We have got a lot of buyers - but, very often, they go home, read about the latest terrible story about the housing market and lose their nerve,' he added.

If you spend less than £250,000, you get an £8,000 Smart Car, while those with a bigger budget get a £30,000 Mercedes C-Class. And if you can stretch to the £1.5million penthouse, which has marble floors and designer bathrooms, you can drive away a £60,000 Range Rover.

About 90 of the flats have already been sold, but the eye-catching 'free car' deal is aimed at attracting buyers for the remaining flats. Buyers will be given the cars when they complete on their purchase. Mr Sheild said: 'On the day of completion, you get two sets of keys - one for the flat and one for the car.'

He said the free cars, which are being paid for by the developers, is a sign of the crisis in the housing market. Latest figures from the Halifax this week showed house prices are falling at a rate not witnessed since records began in the 1950s. The number of homes being sold every week has halved, according to the National Association of Estate Agents.

