

Dorset's Success Stories

January is the start of a New Year and things are looking up for Dorset businesses

Tell us what the last 12 months has meant for your business.

Morrish Builders can reflect on 2011 with much satisfaction despite difficult economic conditions which have affected the housing market across the UK. With much of our work focused on Poundbury, we can report an increase in sales year-on-year against 2010 figures.

What key decisions did you take to protect your business in the last 12 months?

With there being more caution in the marketplace, we decided to release our properties at a much later stage in the build process. This has enabled us to portray our specification and finish more effectively, for which we are really proud.

What new products or services are you offering your customers?

Morrish have introduced a 75/25 Assisted Scheme in 2011 which has been devised to help potential purchasers whether they are first-time buyers, investors in property or those cash purchasers who would like to retain a proportion of their capital elsewhere. This has supported the first-time buyer market in particular, in view of the difficult lending criteria imposed by the high street lenders.

What do you see as your unique selling point?

Morrish are a family run business of over 60 years experience with a very short chain of command. We have established a reputation for building really good quality homes and our emphasis is very much on craftsmanship and a determination to preserve traditional features. We are now one of the foremost and most successful building companies in Southern England.



Steven Morrish – Morrish Builders

How are you feeling about the forthcoming year?

We are completely driven and totally focused on the year ahead. We have totally changed our profile over the last 12 months initiating a re-branding of our established image but now is the time to strengthen the brand further with a variety of new marketing techniques. We are commissioning two new show homes in the South West Quadrant at Poundbury to demonstrate two distinctive house types that we have yet to produce.

Why should Dorset Magazine readers be beating a path to your door just now?

We have uplifted our sales specification throughout our prices ranges to provide what we consider to be excellent value

in the marketplace today. We have available property in most price categories throughout Dorset.

What's your view on how Dorset's economy will fair in 2012?

2011 has been difficult for most of us, and although there is renewed vigour going into any new year, most businesses, we believe will be cautious but optimistic about the levels of recovery in 2012. ■

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