

Moove with Parkway and new manager

Parkway, **team** estate agent in Camelford is delighted to welcome Simon Skerry as its new manager and has launched a brand new advertising campaign featuring a beautiful brown and white cow.

Estate agency plays a huge role in Simon's family – his father was and his uncle and his sister are partners or directors of estate agency businesses – and Simon takes

to Parkway an abundance of his own experience with a long background in the industry and the last seven years as the assistant manager of a local Launceston agency.



In the short time Simon has spent in his new role, Parkway has launched a brand new advertising campaign, which is proving incredibly popular with marketing material and For Sale boards featuring the word 'mooving' along with the head of a beautiful brown and white cow.



To celebrate the new boards, the agency is running a 'Spot 10 Boards' competition in which the winner - to be drawn in a couple of week's time - will be presented with the prize of a fluffy cow and £25 gift vouchers to spend at Heards Butchers of Camelford.

The Parkway office, which sits in a prominent position on Camelford High Street, has also been refreshed with a lick of paint and an internal refurbishment.

Simon said: "I'm delighted to have joined Parkway. Chris Murray and the loyal staff members are a pleasure to work with and have been extremely supportive. It's also great to have teamed up with the local butcher to offer the prize for our competition. The office is brighter and smarter after being refreshed and we wanted to do something a bit different with our marketing material; the cow motif is apropos of our rural location and our specialism in coastal, country and character properties and the For Sale boards in particular really stand out from the rest - the response has been superb."

Simon will take the reins fully in April, when Chris Murray, Parkway's manager for 26 years, retires.

Parkway specialises in residential sales while the office is also home to Wessex Investments – an independent firm of financial advisers for mortgages and a range of financial products. Parkway also provides services on behalf of Stroud & Swindon, now part of Coventry Building Society, and Parkway Insurances is an independent insurance brokerage representing a host of major insurance companies including Lloyds of London, Zurich, Royal Sun Alliance, Axa and Aviva.

The independent estate agency takes pride in its professional yet personal approach to people and property and consistently delivers high standards in customer service. To demonstrate its professional standards, Parkway is a member of the NAEA (National Association of Estate Agents) and as a member of **team**, it works together with over 100 other independent offices throughout the Westcountry and hundreds nationwide with unrivalled extensive printed, online and in-branch marketing exposure to sell more homes. For more about **team**, visit www.westcountryteam.com.

For further information, to view a property for sale, for a free no-obligation market valuation or for plain and simple advice from the experts, pop into Parkway Estate Agents at 6 Market Place in Camelford or call 01840 212121. To browse property for sale with the agency visit www.parkwayestateagents.co.uk.

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Digital images are available from bubblepr@mac.com

Notes to editors:

Westcountry **team** is part of **team** Association, the largest organisation for independent estate agents in the UK. Over 100 **team** offices in the Westcountry and hundreds nationwide work together to sell property for clients. **team**'s 'blue sky' image, with transparent team logo on a blue sky background reflects the association's and each individual agent's commitment to providing a clear, transparent service to their clients and conducting business in a straightforward, honest and professional way.

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