



**Persimmon**  
Together, we make your home



## Kinloch Brae

Blairgowrie • Perth and Kinross



**Persimmon**

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# Together, we make your home

When it comes to designing a new development, we apply the same philosophy every time – make it unique, make it personal. That's because we understand your new home is more than simply bricks and mortar. It's a private place of sanctuary where we hope you'll laugh, entertain and escape for many years to come.

**"With over 50 years of building excellence, find out more about us on page 4"**

**HBF** Home  
Builders  
Federation



Customer Satisfaction 2025

## **5 stars!**

We're proud of our 5 star builder status awarded by the national Home Builders Federation (HBF). It's a reflection of our commitment to delivering excellence always and putting our customers at the heart of all we do.





Kinloch Brae

## Find out more

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Who we are

## A little bit about us

You're about to make one of the most exciting investments of your life! A beautiful place to call home for years to come. Here are some reasons to invest in a Persimmon home...

### Over 50 years of expertise

We've been building homes and communities since the early seventies, and just as fashions have moved on, so too has construction. Over half a century we've perfected processes, fine-tuned materials and honed skills to make us one of today's most modern and progressive home builders.

### Sustainability mission

We're committed to reducing our impact on the planet and building for a better tomorrow, with a dedicated in-house team focused on this. [Read more on page 26](#)

## Persimmon in numbers

It's not all about numbers we know, but to give you sense of scale here are a few:

**10,664**

homes  
delivered in  
2024

**200+**

locations  
across  
the UK

**4,731**

direct employees  
make it all  
happen

**484**

acres of  
public space  
created

**£2.2bn**

invested in  
local communities  
over the last  
5 years



## “Building sustainable homes and community hubs”

## Save money on your energy bills

The increased thermal retention from our insulation and double glazing, along with reduced water use thanks to efficient appliances, mean you'll automatically save money on your energy and water bills – and with the rising cost of living, this can make a real difference.



Take a look at the recently published HBF Watt a Save report to find out how much you could save.

## The Persimmon Pledge

The Persimmon Pledge is our commitment to making sure you receive exceptional customer service and relevant communications before, during and after you've moved in.



**Find out more about the  
Persimmon Pledge.**

## Accessible homes

It's crucial that your new home works perfectly for you and your needs. We build in line with Approved Document M accessibility requirements.



**Scan the QR code to find out what each rating means.**



## Happy hour

We run Customer Construction Clinics from our on-site sales offices each Monday from 5-6pm. Pop in to see the team both during and after you've moved in to your new home.



## 10-year warranty

When you buy a Persimmon home it comes complete with a 'peace of mind' 10-year insurance-backed warranty and our own two-year Persimmon warranty.



## Help when you need it

You'll have a dedicated customer care helpline, plus cover for emergencies like complete loss of electricity, gas, water or drainage.



## Finishing Touches

We know you'll want to make your home your own, so we created 'Finishing Touches', our home personalisation service. **Read more on page 28**



With you all the way

# Your journey with us

From finding your perfect new home to moving in,  
we're here to help every step of the way.

1. .....→ 2. .....→ 3. ....

## Reservation

So you've seen a home you love? Speak to one of our friendly sales advisors who will help you secure your dream home.

## Solicitor

You'll need to instruct a solicitor or conveyancer at the point of reservation. Your sales advisor can recommend a local independent company.

## Mortgage application

Most people will need to apply for a mortgage. We can recommend independent financial advisors to give you the best impartial advice.

4. .....→ 5. .....→ 6. ....

## Personalise!

The bit you've been waiting for! Making the final choices for your new home. Depending on build stage you can also choose from a range of Finishing Touches.

## Exchange contracts

One step closer to moving in – this is where we exchange contracts and your solicitor will transfer your deposit.

## Build quality

Your home will be thoroughly inspected by site teams and will also have an Independent Quality Inspection to make sure it's ready for you to move into.

7. .....→ 8. .....→ 9. ....

## Home demo

Another exciting milestone! Here's where you get to see your new home before completion. You'll be shown how everything works and any questions can be answered.

## Handover

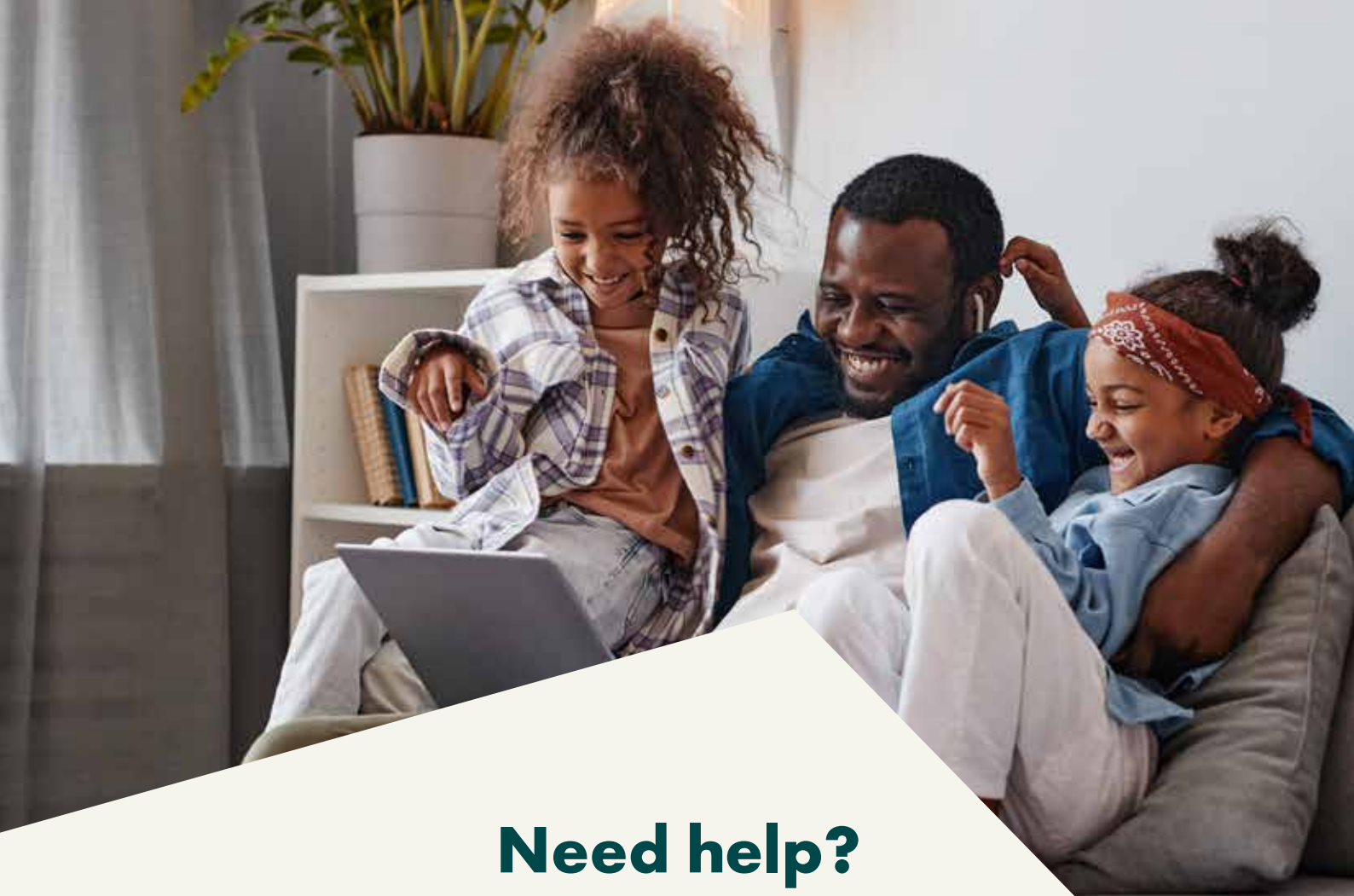
The moment you've been waiting for! The paperwork has been completed, the money transferred and now it's time to move in and start unpacking...

## Service after

Our site and customer care teams will support you every step of the way. You'll receive a dedicated customer care line number to deal with any issues.

[persimmonhomes.com](https://www.persimmonhomes.com)





# Need help?

One of the best things about buying a new-build home is the amazing offers and schemes you could benefit from. T&Cs apply.



**PART**  
EXCHANGE



**HOME**  
CHANGE



**EARLY**  
**BIRD**



**Deposit Unlock**




**Bank of Mum and Dad**



**Deposit Boost**



**Armed Forces/Key  
Workers Discount**

- 
- Choice of two, three, four & five-bedroom homes
  - Picturesque rural countryside location
  - Strong links to Perth and Dundee
  - Good range of local amenities



**Scan me!**

For availability and pricing on our beautiful new homes at Kinloch Brae.





Blairgowrie • Perth and Kinross

## Kinloch Brae

Perfect for growing families, first-time buyers and house movers, explore our stunning Kinloch Brae development that offers energy-efficient two, three, four and five-bedroom homes.

Surrounded by beautiful Scottish countryside, the development is settled on the edge of Blairgowrie with easy access to the town centre's everyday amenities. This means you can enjoy relaxing riverside views while doing your weekly shop, with well-known supermarkets, independent retailers, and local cafés just a short distance away. For families, there is quality education close to home, with five primary and secondary schools, including Blairgowrie High School.

Blairgowrie is a welcoming and close-knit community with a vibrant local spirit. The town offers an abundance of activities for all ages, from its lively farmers' market and community events to excellent leisure facilities such as Blairgowrie Golf Club - one of Scotland's

most renowned inland golf courses.

A new home here gives you the best of both. The cities of Perth and Dundee are under 40 minutes by car and offer plenty of days and evenings out year-round. Both waterside locations have a wealth of history, culture and shopping to explore – with highlights such as Dundee's V&A museum, and Perth's epic Scone Palace.

With good connections to main A roads, from your new base, you have easy access to the M90 motorway – which takes you directly to Edinburgh and beyond.

And by rail, you can travel from Perth and Dundee to locations across Scotland and into England.

## EXPLORE

Start exploring...

Blairgowrie  
**0.5 mile**

Blairgowrie Golf Club  
**1.6 miles**

Kinclaven Bluebell Woods  
**6.4 miles**

Dundee  
**19.3 miles**



Kinloch Brae

## Our homes

### 2 bedroom

 The Portree

### 3 bedroom

 The Newmore

 The Ardbeg

 The Newton

 The Elgin

 The Dunblane

### 4 bedroom

 The Bothwell

 The Leith

 The Balerno

 The Thurso

 The Whithorn

### 5 bedroom

 The Warriston

 Affordable Housing





This site layout is intended for illustrative purposes only, and may be subject to change, for example, in response to market demand, ground conditions or technical and planning reasons. Trees, planting and public open space shown are indicative, actual numbers and positions may vary. This site plan does not form any part of a warranty or contract. Further information is available from a site sales advisor. The location of the affordable housing on this plan is indicative only and both the location and number of affordable housing plots may be subject to change.



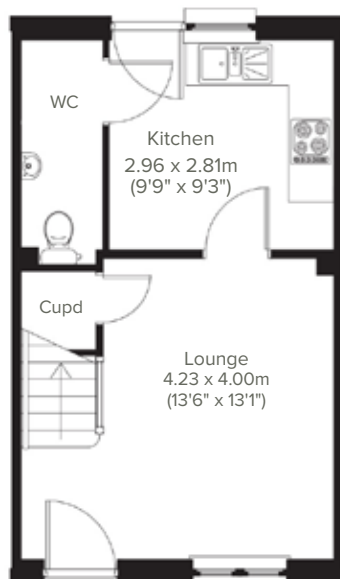


# The Portree

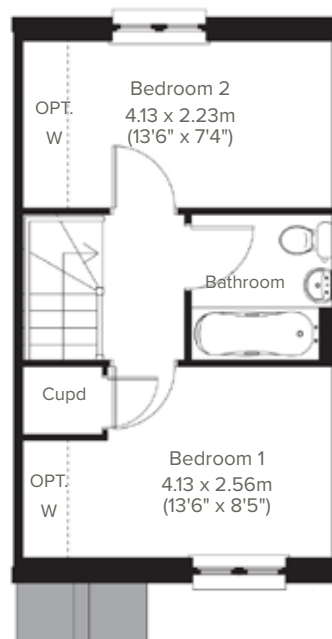
2 bedroom home



Perfectly-proportioned, the Portree has a separate kitchen with a door leading into the garden, two good-sized bedrooms, a family bathroom and good-sized lounge. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.



**GROUND FLOOR**



**1ST FLOOR**

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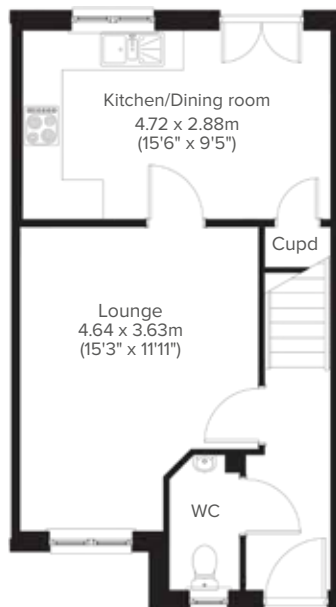


# The Newmore

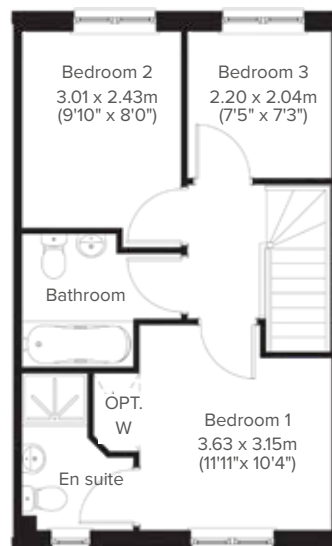
3 bedroom home



The Newmore has a stylish open-plan kitchen/dining room with French doors leading into the garden, spacious lounge, downstairs WC and handy storage cupboard. The first floor is home to three bedrooms - bedroom one with an en suite - and a family bathroom. Ideal if you're a first-time buyer looking for a fresh modern home you can make your own.



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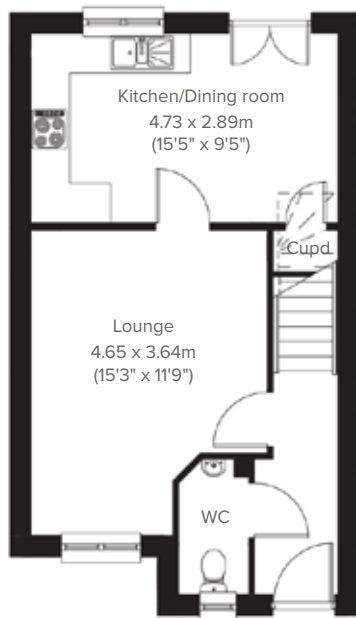


3 bedroom home

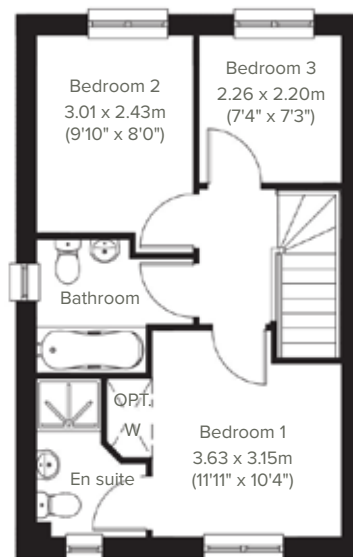
# The Ardbeg



The popular Ardbeg is a three-bedroom family home with a bright and modern open-plan kitchen/dining room with French doors leading into the garden and a spacious front aspect lounge. The downstairs WC, handy storage cupboard and en suite to bedroom one means it ticks all the boxes for practical family living.



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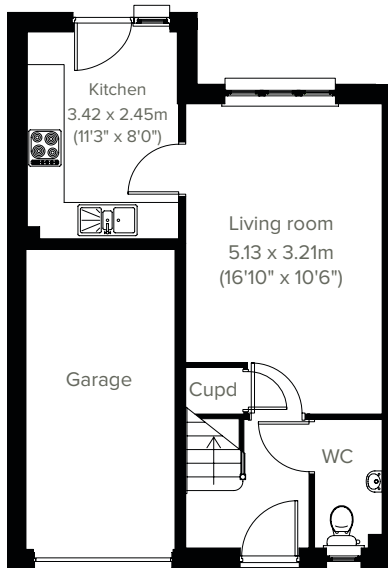


# The Newton

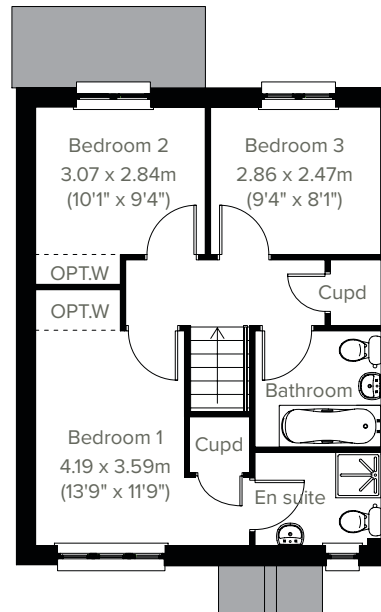
3 bedroom home



The popular Newton is a three-bedroom family home with a spacious lounge and separate kitchen with a door leading into the garden. There's also a downstairs WC, handy storage cupboard and garage. The first floor benefits from three bedrooms with an en suite to bedroom one, the modern family bathroom and another two storage cupboards.



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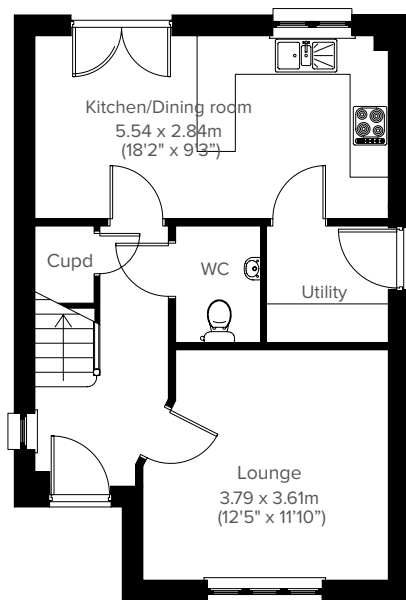


3 bedroom home

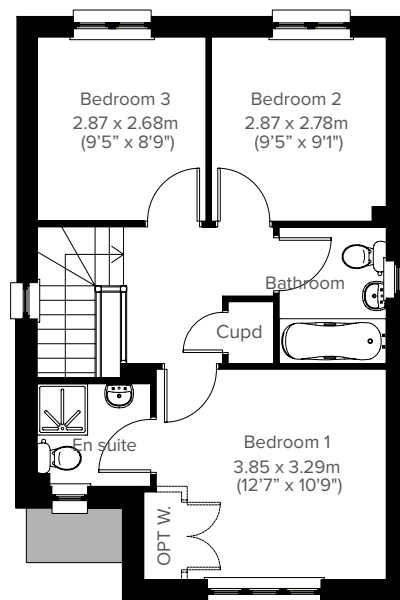
# The Elgin



Ideal for family life, the Elgin is a beautiful home benefiting from a bright open plan kitchen/dining room with French doors leading into the garden. It boasts a spacious front aspect lounge, separate utility room with outside access, handy storage cupboard and downstairs WC. The first floor consists of three bedrooms - bedroom one has an en suite - a modern family bathroom and further storage.



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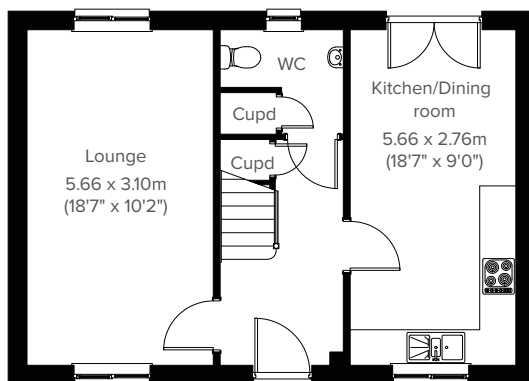


# The Dunblane

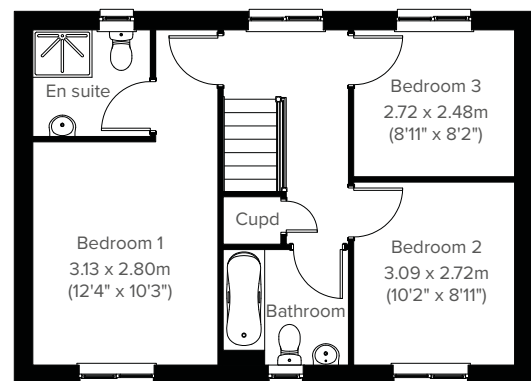
3 bedroom home



A superb family home, the Dunblane features a stunning dual-aspect lounge and equally impressive kitchen/dining room with French doors opening into the garden. A WC and storage cupboards ensure it's practical as well as stylish. Upstairs you'll find three bedrooms, including a large bedroom one with en suite, a family-sized bathroom and handy storage cupboard.



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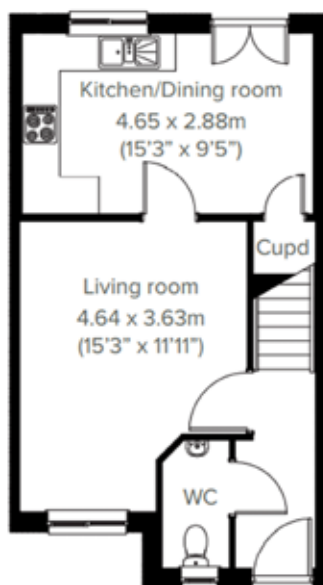


4 bedroom home

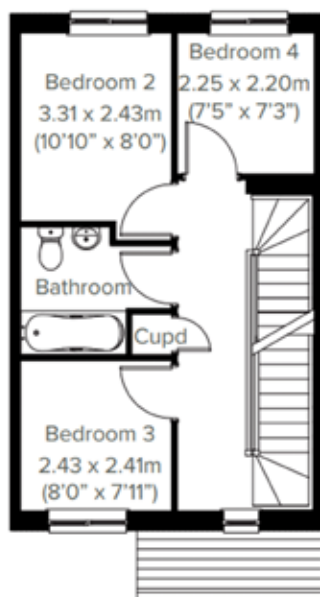
# The Bothwell



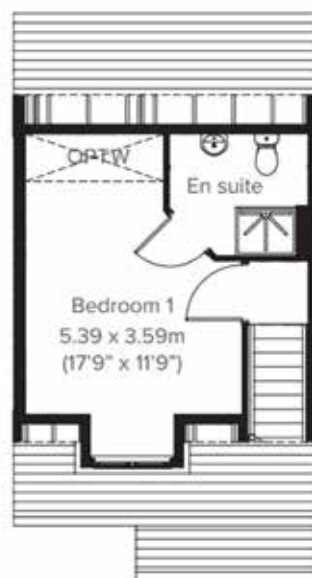
An attractive three-storey, three-bedroom home, the Bothwell has a modern open-plan kitchen/dining room, well-proportioned lounge and spacious bedrooms, plus a handy under-stairs storage cupboard and WC. The first floor has two good-sized bedrooms, a study and the main family bathroom; and on the top floor there's an impressive bedroom with an en suite.



**GROUND FLOOR**



**1ST FLOOR**



**2ND FLOOR**

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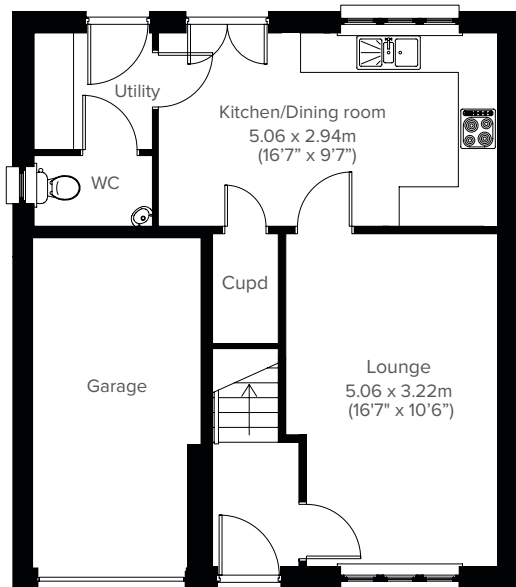


# The Leith

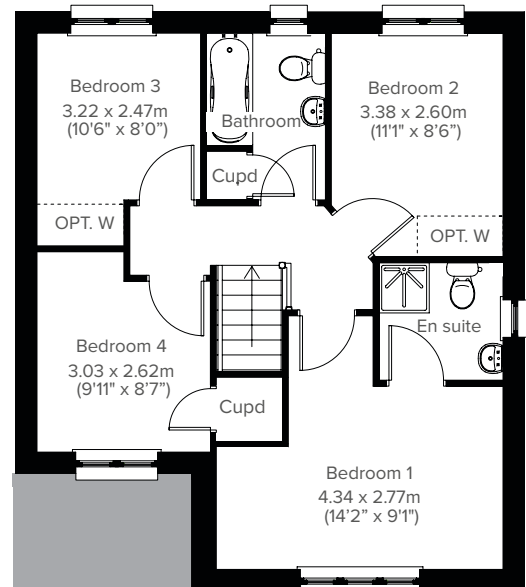
4 bedroom home



Designed with families in mind, the Leith is a fantastic four-bedroom family home with a bright and modern open plan kitchen/dining room with French doors leading into the garden. The integral garage, downstairs WC, utility with outside access, three handy storage cupboards and en suite to bedroom one mean it ticks all the boxes for practical family living.



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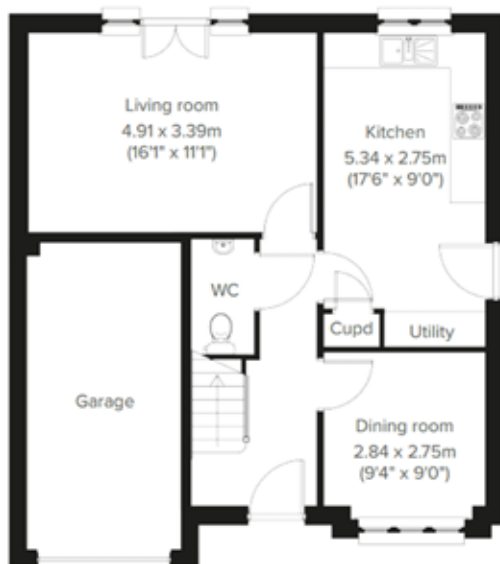


4 bedroom home

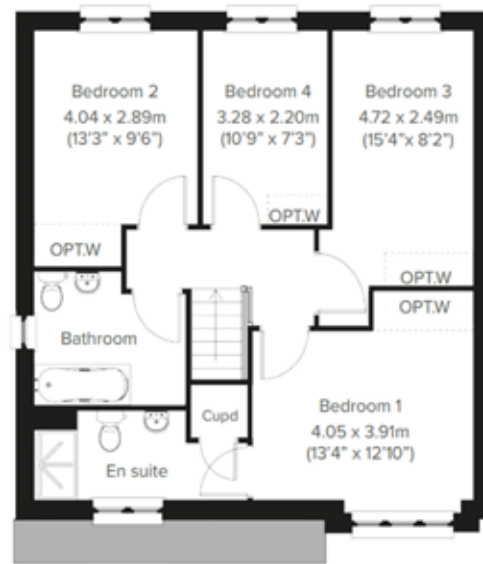
# The Balerno



The Balerno is a fantastic four-bedroom home and is perfectly designed for modern family living. Its features include a bright lounge with French doors leading into the garden, front aspect dining room, kitchen with outside access and integral garage. The downstairs WC, handy storage cupboards and en suite to bedroom one mean it's ideal for practical family living.



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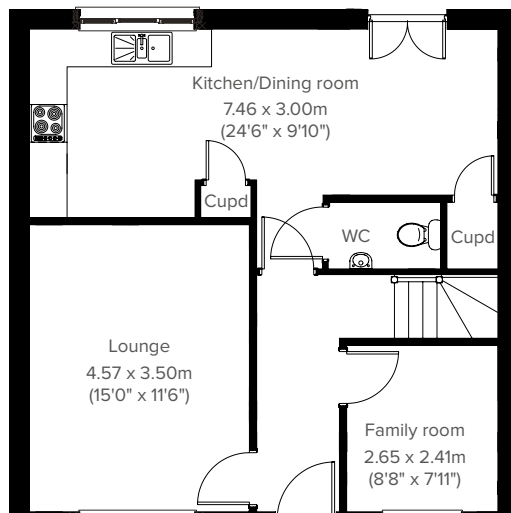


# The Thurso

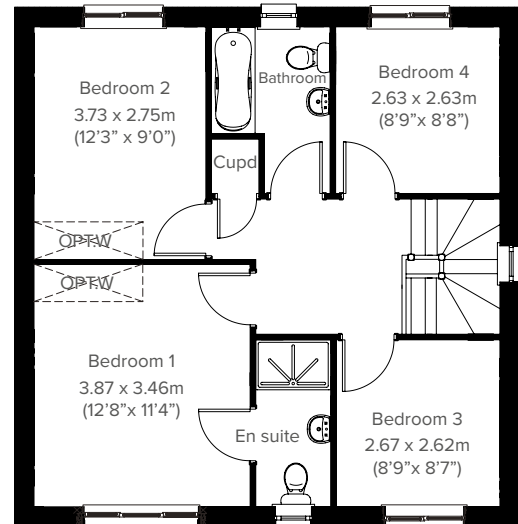
4 bedroom home



Ideal for family life, the Thurso is a beautiful four-bedroom home. The open-plan kitchen/dining room is spacious and bright with garden access. There is a front-aspect lounge, family room and downstairs WC. Upstairs there are four good-sized bedrooms - bedroom one with an en suite - and a spacious family bathroom.



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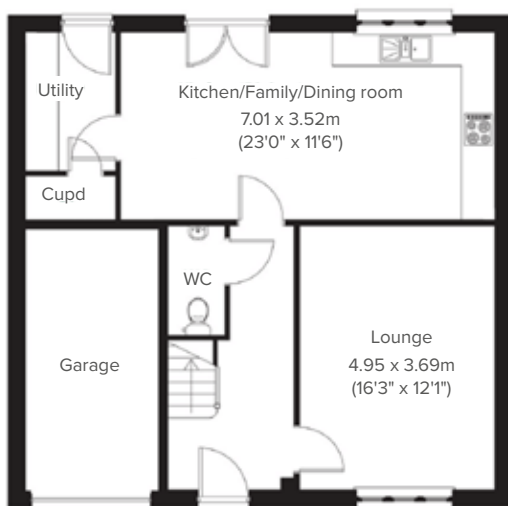


5 bedroom home

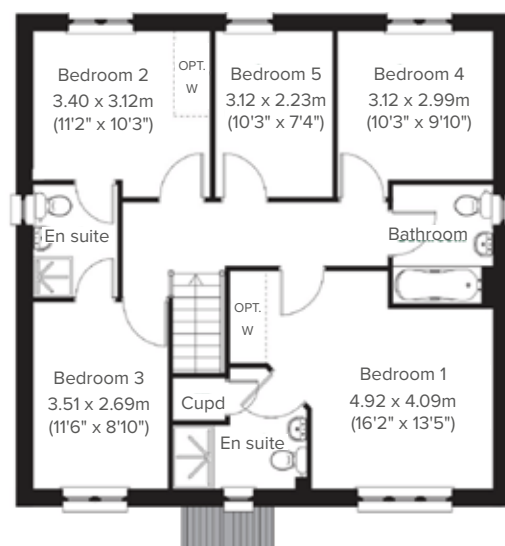
# The Warriston



The Warriston is a beautiful detached family home. The modern and stylish open plan kitchen/family/dining room is perfect for spending time as a family and entertaining. There's also a spacious lounge, downstairs WC and handy utility with outside access. Upstairs there are five bedrooms - bedroom one has an en suite plus bedrooms two and three have an adjoining en suite - a large family-sized bathroom and two storage cupboards.



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Kinloch Brae

# Specifications

Our homes include these items as standard to ensure you have everything you need to be comfortable from the day you move in. Built for today's modern lifestyles with sustainability in mind.



## Add some finishing touches

Depending on the build stage of your new home, you can upgrade things like kitchens, appliances, taps and showers via our bespoke 'Finishing Touches' range.



## External

### Walls

Traditional cavity walls.  
Inner: timber frame or block.  
Outer: Style suited to planned architecture.

### Roof

Tile or slate-effect with PVCu rainwater goods.  
PV solar panels.

### Windows

Double glazed E-glass windows in PVCu frames.

### Doors

GRP-skinned external doors with timber frames.  
French doors to garden or balcony  
(where applicable).



## Internal

### Ceilings

Painted white.

### Lighting

Pendant or batten fittings with low-energy bulbs.

### Stairs

Staircase painted white.

### Walls

Painted in white emulsion.

### Doors

White pre-finished doors with white hinges.

### Heating

Gas fired combi boiler with radiators in all main rooms, with thermostatically-controlled valves to bedrooms (thermostat to main bedroom).

### Insulation

Insulated loft and hatch to meet current building regulations.

### Electrics

Individual circuit breakers to consumer unit and double electric sockets to all main rooms.

### General

Media plate incorporating TV and telecommunication outlets to lounge.



## Kitchen

### General

Fully-fitted kitchen with a choice of doors and laminate worktop with upstands to match (depending on build stage).

### Plumbing

Plumbing for washing machine and dishwasher.

### Appliances

Single electric oven and gas hob with cooker hood.



## Bathroom

### Suites

White bathroom suites with chrome-finished fittings.

### Extractor fan

Extractor fan to bathroom and en suite (where applicable).

### Shower

Mira showers with chrome fittings to en suite. Where there is no en suite, Mira thermostatic shower with wall mounted shower head.

### Tiling and splashbacks

Half height tiling to bath area and splashbacks behind wash hand basins (upgrade is available through finishing touches dependant on build stage).

### General

En suite to bedroom(s) where applicable.



## Security

### Locks

Three-point locking to front and rear doors, locks to all windows (except escape windows).

### Fire

Smoke detectors wired to the mains with battery back-up.



## Garage & Gardens

### Garage

Garage, car ports or parking space.

### Garden

Front lawn turfed or landscaped (where applicable).

### Fencing

1.8 metre fence to rear garden.

Specification may be altered at any time.  
Speak with your Sales Advisor for the latest revision.





Energy efficiency built in

# Sustainability

**Our homes are typically 30% more efficient than traditional UK housing, helping you to save money and reduce your impact on the environment.**

We're proud that we already build our homes to high levels of energy efficiency, but there's still a way to go. Our in-house sustainability team is dedicated to our mission to have net zero carbon homes in use by 2030, and for our own operations to be net zero carbon by 2040.

To achieve this, we're working to science-based carbon reduction targets in line with the Paris Agreement's 1.5°C warming pledge, investing in low-carbon solutions and technology that will further reduce the carbon footprints of our homes and our impact on the planet.

## Energy efficiency built in:

- ✓ **PEA rating – B**  
Our typical B rating makes our homes much more efficient than traditional D-rated homes.
- ✓ **Up to 400mm roof space insulation**  
Warmer in winter, cooler in summer, reducing energy bills.
- ✓ **Argon gas filled double glazing**  
Greater insulation and reduced heat loss.
- ✓ **Energy efficient lighting**  
We use energy-saving LED lightbulbs in all our homes.
- ✓ **A-rated appliances**  
Many of our kitchen appliances have a highly efficient A rating.
- ✓ **A-rated boilers**  
Our condenser boilers far outperform non-condensing ones.
- ✓ **Local links**  
We're located close to amenities and public transport to help reduce your travel footprint.
- ✓ **Hyperfast broadband**  
FibreNest fibre-to-the-home connectivity helps you live and work at home more flexibly.
- ✓ **Lower-carbon bricks**  
Our concrete bricks typically use 28% less carbon in manufacture than clay, giving total lifetime carbon savings of 2.4 tonnes of CO<sub>2</sub> per house built.



## Eco goodies

When you move in to your new Persimmon home you'll find some of our favourite eco brands in your Homemove box. These products are plastic free, refillable and ethically sourced.





Your home, your way

# Finishing Touches to make it yours

Our goal is to make your house feel like your home before  
you've even collected the keys.

Key to achieving this is giving you the creative freedom to add your own style and personality to every room through our fabulous Finishing Touches collection.

Featuring the very latest designs from a host of leading brands, Finishing Touches lets you personalise your home inside and out. And rest assured, every upgrade and item available has been carefully chosen to complement the style

and finish of your new home. Of course, the real beauty is that all these extras will be ready for the day you move in.

Thanks to our impressive buying power we can offer almost any upgrade you can imagine at a highly competitive price. It can all be arranged from the comfort and convenience of one of our marketing suites, in a personal design appointment.

## You can choose:



Kitchens



Appliances



Bathrooms



Flooring



Wardrobes



Fixtures & fittings

"One of the most exciting things about buying a brand new home is putting your own stamp on a blank canvas."



## Share & win!

Share your love for your new Persimmon home and you could win a £100 IKEA voucher. There is one up for grabs every month. For inspiration, check out past winners' homes on our Instagram page @persimmon\_homes

**#lovemypersimmonhome**

## The earlier you reserve, the greater the choice

We'll always try and accommodate the Finishing Touches you want, but they are build-stage dependent, so the earlier you reserve the better.

**[persimmonhomes.com/finishingtouches](https://persimmonhomes.com/finishingtouches)**

Finishing Touches are subject to availability and stage of construction. Prices for your specific home type will be in our price list. For a full list of Finishing Touches available for your home, please contact the sales advisor on site.





6 reasons why it pays to buy new

## Did you know?

Most of the benefits of buying new are obvious, but some are not. Here's a quick summary of the key reasons why it's such a smart move:

1.

### No chain

Few things are more annoying in the home buying process than a time-consuming chain you can't control. Buying new limits the chance of getting involved in one.

2.

### Energy efficient

Our homes include cost-effective combi boilers, first-rate loft insulation and draught-free double glazed windows to meet stringent energy-efficient standards, keeping your energy bills as low as possible.

3.

### Brand new

Absolutely everything in your new home is brand new. You get all the latest designs and tech, complete with manufacturers' warranties. Win-win.

4.

### More ways to buy

We offer a range of schemes to help get you on the property ladder, including Home Change and Part Exchange.

5.

### 10 year warranty

All our new homes come with a ten-year, insurance-backed warranty, as well as our own two-year Persimmon warranty. In the unlikely event you ever need to claim, our Customer Care Team are there to help you.

6.

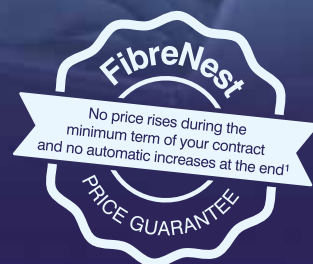
### Safe & secure

All our homes are built from fire-retardant materials and come with fitted smoke alarms and fire escape windows. They're also far more secure than older buildings thanks to the security locks and lighting we use.

[persimmonhomes.com](https://www.persimmonhomes.com)



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for a brighter future



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For packages & pricing.



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support@fibrenew.com

## Get connected today!

To sign up you will need your Unique Customer Reference.  
Please ask your sales advisor for this:

C:

D:

P:



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