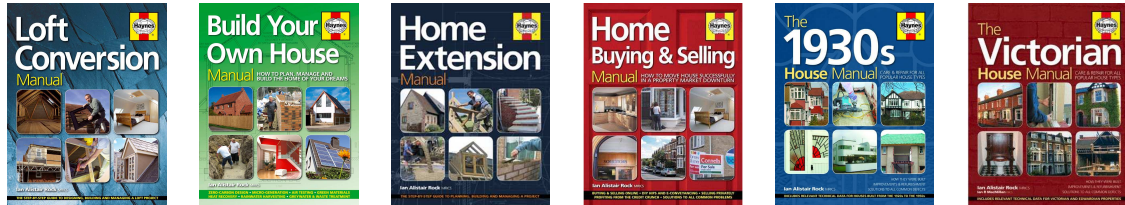


The Book of Property Horrors

1/ Author's professional biography

Ian Rock MRICS is the author of several best-selling Haynes Manuals published from 2005 to 2010:-



Ian is an experienced chartered surveyor and a well known speaker at property conferences - his trademark humour can make even the most technically challenging subjects fizz with life. With articles published in a wide range of property magazines, he has also contributed to leading newspapers including The Observer and the Oxford Times. Ian regularly appears at the National SelfBuild & Renovation Centre with **Tommy Walsh**, and presents at venues throughout the UK including UCL. Ian recently contributed to Channel 4's *Blitz Street* TV series with **Tony Robinson**.

2/ Selling points

It's no secret that Britain is a property-mad nation. There are plenty of popular TV programmes to feed this interest. A quick look at TV schedules would also suggest that, as a nation, we enjoy poking gentle fun at other people's poor taste and daft mistakes.

'**Property Horrors**' combines both these fascinations - with an intriguing mix of real-life humour and informed commentary about a hugely popular subject. This mix should therefore have real potential for volume sales. It is already proven in popularity as stage presentations over several years.

This genuinely fresh idea should attract wide media coverage. The subject is very much in sync with popular press property market coverage such as...

'£350 million damage caused by copying DIY shows'

A new report from Halifax Home Insurance suggests home makeover TV shows inspire three quarters of a million people in the UK to cause £350 million's worth of damage in the home....

Key selling points

- **A truly LOL funny book** - immediately visually amusing for impulse buyers, yet informative with easy-to-read text for those who want to know a little more.
- Target audience: **18 million** plus UK homeowners and their families – in fact anyone who takes an interest in their house should enjoy this.
- **This subject appeals** on several levels
 - o Pure humour - having a laugh at the mistakes of others (whilst learning from them)
 - o Mocking the neighbours' taste
 - o DIY interest
 - o Insecurity - what if our house looks like these ? / Fear of 'doing the wrong thing' ,
- **Celebrity endorsement** - **Tommy Walsh** is willing to write an intro as is **Claire Rendall** from TV's DIY SOS.

- **Successful Author** since 2005 with links from 6 popular House Manual websites, and promotional channels to property professionals.
- Chimes with current property zeitgeist – viz **Sarah Beeny's** 'Hell! My House is Falling Down'

3/ Competing titles

There is nothing quite like this in terms of books. But, most importantly, the 'DIY Disaster' theme is very popular on TV, a strong indicator of likely book sales. For example :-

- **Sarah Beeny's 'Help! My House is Falling Down'**
- **DIY SOS**
- **DIY Disasters**

In terms of books, the nearest we can find are as follows: -

[Crap Cars](#) by Richard Porter

[Crap Towns II: The Nation Decides](#) by Sam Jordison

[Mythbusters: The Explosive Truth Behind 30 of the Most Perplexing Urban Legends of All Time](#)

[Tommy Walsh's DIY Survival](#) by Tommy Walsh

[Property Magic 2010: How to Buy Property Using Other People's Time, Money and Experience](#)