



Press Release

## **Westhill Investments introduces Podcasts to international property website**

***“Revolutionising business communications and marketing”***

The UK-based investment advisory company and property developer Westhill Investments, has made the radical move of introducing Podcasts to its website [www.westhilluk.com/news.html](http://www.westhilluk.com/news.html).

Westhill Investments commissioned a freelance broadcaster with 25 years’ radio experience spent with BBC Radio’s 1, 4, 5live and World Service to make a series of short audio programmes during a recent press trip to Bansko in Bulgaria.

The programmes feature a brief introduction to Westhill and the property opportunities available in Bulgaria; a two-part background of Bansko and its surrounds, including the golf and ski facilities; interviews with Westhill directors about its development set in an area of outstanding natural beauty at the foot of the Pirin Mountains with a spa centre, restaurant and members’ clubhouse; comments from the principles of the leading local English estate agent, Bower Properties, and a background to Bulgaria and its capital, Sofia.

The Podcasts also include an interview with Aleksander Kravarov, the Mayor of Bansko about his plans for the area, capping development, preserving the environment and protecting people’s investments.

Westhill Investments’ Director Dominic Hicks believes Podcasting is on the verge of revolutionising business communications and marketing, adding a fresh dimension of sound to a website, “The spoken word adds a basic but also huge and innovative element – it carries a conviction and authority that nothing else can match,” he said.

“The beauty of the countryside, the rich cultural heritage and history, the hospitality of the locals, the great cuisine,” are conveyed through Podcasting in a format people find time to absorb,” added Hicks.

Not only can visitors download the audio programmes to their PCs, many are choosing to listen on their iPods or car CD during their daily commute.

Westhill Investments' strategy is one of future proofing clients' investment, not just in terms of quick capital growth. It has a vested interest, through its letting and management business, in maximising rental incomes in the longer-term. To achieve this, Westhill Investments is committed to promoting in Bulgaria as a tourist destination over and above its core business.

**Editors' Notes:** Photos and images available

Westhill Investments is exhibiting at A Place in The Sun Live! at the NEC, Birmingham (29<sup>th</sup> September to 1<sup>st</sup> October), stand number M38.

**Contacts:** George Shaw, SHAW PR **01892 750851** or **07860 69555**  
Dominic Hicks, Director, Westhill Investments on **020 7491 7533**

Westhill will be holding a number of regional *Investing in Bulgaria* Seminars in London, Bristol, Birmingham, Manchester, Edinburgh and Dublin. Registration and free information pack available on **0870 850 7976**.

### **About the locality**

The mountain peaks near the town, the numerous lakes and the old pine woods make it a popular place for recreation, sport and tourism and in recent years the town has gained international popularity through the booming development of tourism and cultural events, such as the prestigious annual Bansko Jazz Festival. Bansko is a centre of winter and summer tourism. The summer season lasts from June to October. Banya, 5km away, is famous for its 27 thermal mineral springs. The region is famous for its cuisine, colourful folklore and varied entertainments.

### **About Westhill Investments**

Westhill Investments is an investment advisory company and property developer with a holistic approach to land and property development opportunities within emerging European markets and funds from high net worth individuals and institutions.

But the company is about more than just making money. Westhill aims to build a local presence wherever we operate, creating employment opportunities by direct employment and through the use of local suppliers. By respecting local cultural values and traditions, we contribute to local communities in a tangible way, for instance by providing modern, safe children's play areas.

This approach is underpinned by the application of international standards and professionalism to all aspects of our work.

We buy and develop commercial property as medium-term investments; building and selling accommodation for the growing middle classes in emerging economies or expanding tourist market through joint ventures with local construction companies or other partners.

**Westhill Investments, 45 Charles Street, Mayfair London W1J 5EQ**  
E [info@westhilluk.com](mailto:info@westhilluk.com) W: [www.panoramavillas-bansko.com](http://www.panoramavillas-bansko.com) and [www.westhilluk.com](http://www.westhilluk.com)