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# HOUSEBUILDER'S BIBLE TOPS 100,000 SALES



ISBN **978-0-9548674-4-7**

Price **£19.95**

Size **240mm x 170mm**

Extent **432 pages**

Cover **Paperback**

Publication date **November, 2006**

Independent publisher Ovolo is celebrating sales of The Housebuilder's Bible surging past the 100,000 mark. "We have put a great deal of work into improving the product with better design and higher production values over the past four years and this is a great reward for that effort," says Mark Neeter, Ovolo's Managing Director.

Now in its Seventh edition, The Housebuilder's Bible was originally self-published by author, Mark Brinkley. "When Ovolo took over the title we set about turning the book from a cottage industry into a professional-looking publication," says Neeter. "We had great material to work with as the book is a fantastic read - but then there aren't many other housebuilder's with a Cambridge degree who can write," he adds.

Sales of The Housebuilder's Bible are mainly driven by word of mouth and personal recommendation. "We have regular buyers who come back edition after edition," says Neeter. The Housebuilder's Bible is unusual in that it appeals to public and professionals alike. Read avidly by many selfbuilders it is also used by architects, surveyors and even builders who find the book's extraordinary range of information valuable. "It's almost like a 'Hitchhiker's Guide to the Galaxy' for housebuilders in that it has an informed opinion on almost every area of construction," says Ovolo's marketing manager, Michelle Thorn. "We get letters from wives who've bought it for husbands and end up reading it themselves and loving it" she adds.

Initially launched by Mark Brinkley in 1994 the book was turned down by a number of major publishers as being either too specialised or likely to date quickly as it contains price information. Neither has proved to be the case. The 432 page book is usually within Amazon's top 200 titles and is stocked as a core item by all of the UK's major booksellers.

This year Ovolo is concentrating on marketing the title to independent bookshops. "This is an absolutely rock solid backlist title which sells year-in, year-out," says Neeter. "We recognise that it's difficult



for a company our size to reach independents but we are determined to crack this sector of the market," he adds.

The Housebuilder's Bible retails at £19.95 and is available on full trade terms from Gardners and Bertrams

**Mark Neeter, Managing Director**

[www.ovolobooks.co.uk](http://www.ovolobooks.co.uk)

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