



**PROFILE:** Geoff Peter, Managing Director,  
New Build Guru



## CAREER

A commercial litigation solicitor by training, Geoff spent the early part of his career at a major national law firm defending many of the UK's largest housebuilders against claims by new build owners.

In 2014 Geoff realised a long-held ambition and founded Wingrove Law, a niche litigation practice advising buyers of defective new build homes, with a particular focus on group claims.

Applying lessons learned from advising new build owners and his unrivalled know-how and insight into this uniquely complex area, Geoff launched New Build Guru in 2019 to offer a uniquely cost-effective cradle-to-grave service to new build owners nationally.

New Build Guru brings together leading surveying and legal expertise under one roof and provides personalised guidance to owners of defective new homes that enables them to get more things put right more quickly, more cost-effectively and more fairly than ever before.

The need for these services has never been greater as the industry continues to consolidate and the impact of exploitative practices and systemic abuses risks blighting the lives of ever more hardworking families.

## MOTIVATIONS

Challenging institutionalised and systemic corruption and abuse of power. Empowering victims of abuse of power.

Finding solutions, not just commentating on the problems.

Seeking natural justice and fairness.

Promoting education, self-help and collaboration.

Being a driving force behind incremental and sustainable improvements in construction quality and ownership satisfaction.

## USPs

Poacher turned gamekeeper – unique insight among claimant solicitors into how the industry operates, how to 'play the game' and how to achieve affordable, cost-effective, fair and practical outcomes for owners of defective new build homes.

## WHAT OTHERS ARE SAYING

*"New Build Guru, spearheaded by one of the most brilliant legal minds in the country, is a game-changer. For too long the cards have been stacked against the new build buyer. Thanks to New Build Guru, the tables have been turned."*

Andrew Gray, owner of Truth Legal & President of Harrogate & District Law Society

*"I am more convinced than ever that we need to do something [about exploitative arrangements imposed on owners on the development] and am persuaded that New Build Guru offers us the best chance of achieving something."*

BE, Treasurer of KCRA  
(new build residents' association)

*"Please accept our heartfelt gratitude from our whole family for helping to bring our dispute with the housebuilder to a really successful end."*

J&P Parmar, new build owners, East Midlands

