

Richard Werth, Chief Executive Banner Homes Group and Managing Director Banner Homes Central

Role

As *Chief Executive*, Richard is the crucial force in shaping the future of Banner. He led the management-buy-out of Banner in 1999 and has gone on to successfully steer Banner for the last nine years, creating a company with high profits, low staff turnover and a much copied product.

Vision

Richard's vision is that of Banner's mission statement, namely to make Banner "the best medium-sized developer and retailer of new homes in Southern England."

The word "best" refers to all aspects of the business from customer satisfaction to the product itself.

Past Life

With an honours degree in Banking and International Finance and his ACA Chartered Accountancy qualification under his belt, Richard joined accountants, Stoy Hayward, in 1982 as a junior assisting on audits. By 1987 he had moved up through the ranks to handle corporate investigations and company flotations, including that of Banner. Richard joined Banner as Finance Director in 1987 at just 27 years old, acting as the right hand man to the then Chief Executive and providing the company's main interface with the City. He then took the role of Chief Executive following the management-buy-out in 1999.

Up Close

When Richard isn't busy entertaining his three children and his wife, he can be found cheering Watford FC from the stands, working out in the gym or playing tennis. In more contemplative moments, he enjoys reading, art and history.

To contact Richard please email werth@bannerhomes.co.uk