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Dear Mr Howard

17 Peregrine House, Sullivan Place, SW11 2NL

The current property market in sales is dominated by the continuing uncertainty surrounding Brexit. This situation has led to a chronic shortage across the board of both domestic and foreign buyers, sentiment and confidence remain weak across all prices sectors.

However, some vendors are still placing faith in past sales and choose to overlook the fact that the property market is weaker than it was 12 months ago. Prices are currently well below the peak of 2014, and the amount of property changing hands is still a long way off what it used to be.

With the buffer of low-interest rates, some vendors believe they can play a waiting game and hope a purchaser will come along and 'pay' their optimistic asking price. They later become frustrated when these buyers do not materialise.

Accurate pricing is, therefore, absolutely paramount in the present market. Vendors need to be motivated to sell and understand that properties which are 'overpriced' at the outset, in effect become more expensive day by day.

Properties will sell when they are priced for current market conditions not by the optimistic asking prices some agents give to gain an instruction. Generating competition among buyers is key to achieving a successful sale in the current market.

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Along with the problems of Brexit. Buyer prudence due to the recent increases in SDLT. As well as the historical rise over many years in the price of a property in the UK. Means that there is, in my opinion, little scope or reason for prices to rise soon.

The downwards correction we are presently seeing in the amounts that buyers are prepared to pay will be with us for some time yet.

Looking into a crystal ball as to when the property market might turn and asking prices might stabilise and even start to rise is particularly murky and confusing to forecast at present.

The Asking Price

In the current market, we would expect to achieve a figure of between £390,000 and £420,000, for the leasehold interest in your property. We would, therefore, recommend that marketing starts with a guide price of £420,000. This figure is based on our knowledge of the area. The current property market. The current condition of your property, and what has recently sold in the area.

We keep a database of qualified homebuyers who are looking to buy so we can gauge anticipated demand for specific types of property with a fair degree of accuracy. Although conducting a property appraisal is not an exact science, we can predict and advise vendors with some confidence a realistic price at which we will attract interested buyers.

Our Fees

Our fees for a sole agency are 1.5%, (1.8% incl. VAT), and for a multiple or a joint sole agency are 2.0%, (2.4% incl. VAT). You should also be aware that the asking price is a recommendation and does not constitute a formal valuation.

If we receive instructions to market your property, it will become part of a high-profile marketing campaign. I have also taken this opportunity to outline some of the many reasons why I think you should consider using Courtenay as your selling agent.

The Marketing Strategy

Courtenay is one of the area's most highly recognised and established estate agents in the area. As an independent family-owned business, we take the time to understand your objectives when it comes to selling your property. We are able to offer a degree of expertise, coupled with experience, which is rare among estate agents today, to help you make an informed decision in this fast-paced, competitive and emotive market.

Our commitment to selling your property is total. We treat every property, and, of course, every client individually. We understand the subtlety and complexity of the lives our clients lead, and we aim to make the whole sales process as painless as possible. When selling a significant asset such as property, one size rarely fits all. So we work carefully to tailor a marketing strategy that maximises the number of qualified buyers who will view your property to reduce the stress that often goes with selling your home.

Even though the marketing will be specific to your property. There are tried and tested tools that are proven to work.

The particulars: this printed document with colour photographs, a brief description, is key to communicating a property's main features.

Floorplans: it helps if buyers can visualise a property.

Photographs: properties that look attractive generate more enquiries.

Website: We list properties on all the major property portals, as well as our website. Our website is updated throughout the day from our in-house server.

Current research shows that over 95% of properties are first viewed on the internet. We advertise on among others Rightmove, which dominates the property portal market, also PrimeLocation, Find-A-Property, Zoopla, Homes and Property, and many others.

We also work with some other local and national estate agents as well as all the leading property Search Agents.

The Viewings

Once your property is on the market, we will start to receive requests for viewings. We will always make an appointment with you; we will never turn up unannounced even if we have keys. Someone will always turn up from our office with potential purchasers. We will provide you with regular feedback and discuss any issues raised.

Your Relationship with Courtenay

Although we deal with many transactions every year, we never forget that this can be both a personal and intense time for vendors; we are here to assist you at all times. If you have any questions, please do not hesitate to call me personally.

Next steps.....

Energy Performance Certificate (EPC)

It is a legal requirement to have commissioned an EPC before the marketing of your property may commence. If you do not already have a valid EPC, Courtenay can organise this for you through an approved supplier.

Finally, we must emphasise that this report is advice before a sale and should not be construed as a valuation for any purpose.

Thank you once again for considering Courtenay to act on your behalf in the sale of your property. I hope that having read this letter, you have gained an insight into the excellent service and commitment that we offer and we look forward to receiving your instructions.

I do hope that I have answered your questions and please do not hesitate to contact me if you would like to discuss any aspect of this letter, I can be reached on either my direct telephone line 020 7228 6000 or on my mobile 07768 007001.

Yours sincerely

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