

Ref: RPI40355

31st August 2014

Trustees Of Galphay Village Institute  
C/O Mr G Philips  
West Oaks  
Galphay  
Ripon  
North Yorkshire  
HG4 3NJ

Dear sirs,

### **MARKETING REPORT AND RECOMMENDATIONS**

**Building Plot, Galphay Village Institute, Galphay, Ripon, North Yorkshire, HG4 3NJ**

Thank you very much for the opportunity to advise you in respect of the marketing and sale of the above. I have set out below my recommendations and have also summarised the comprehensive marketing services which Dacre, Son & Hartley can provide.

Please note that the following is for the provision of sales advice only and that neither a formal valuation nor survey have been undertaken.

#### **Market Conditions**

Building plots in the area are in very short supply and there are a good number of potential buyers registered with our strategically located offices who are seeking an opportunity to build their own home to their own taste and specification.

#### **Your Property – Key Selling Points**

The plot is located in a lovely village in the Area of Outstanding Natural Beauty, when marketed there will be outline planning consent for a new detached two-storey house with a garden and road access. This exciting opportunity will appeal to a broad range of potential buyers including private individuals and builders.

As we discussed I would recommend sale of the plot by Informal Tender with a 6-8 week marketing campaign and a closing date set for best and final offers to be received. During the marketing period we would advertise the plot in the local press, online and through our local offices in Ripon, Pateley Bridge and Harrogate, there is also an opportunity for our PR department to gain further exposure. You are not obliged to accept any offer that is made following the closing date and our terms are no sale, no fee.

#### **Recommended Asking Price**

In light of my comments above and having had an opportunity to further consider the matter following my inspection, I feel that a realistic Guide Price would lie in the region of £250,000 with a view to attracting offers from the market place around that level.

From experience I am led to believe that the cost to build a substantial four bedroom stone-built detached house would be in the region of £250,000, once built the new home may command an asking price of around £600,000 depending on the standard of finish.

### **Selling Your Home – Why Choose Dacre, Son & Hartley?**

Dacre, Son & Hartley is one of Yorkshire's largest and longest established firms of estate agents and chartered surveyors. In January 2013, we were identified by the Daily Telegraph as one of the 10 UK small estate agents who go above and beyond to help their customers – the only agent in the north of England to be included in the list.

We understand that selling a property is a major step. We will offer you strategic, professional, clear-thinking advice throughout the whole process, focused on interpreting the market to achieve your objectives.

### **Marketing Your Property**

Our company ethos is to deal with each property on an individual basis with a sales strategy tailored to reflect the assets a particular property enjoys and our client's expectations in terms of speed of sale.

Our marketing approach is based on three key principles:

- visibility – we make sure your property stands out in the market place, using traditional, internet and direct marketing techniques to ensure that your property has the widest possible audience;
- local knowledge – our extensive branch network means that we have an unparalleled knowledge of buyers searching in each location. This enables us to offer fully informed advice on the pricing and to match properties with the most likely potential buyers;
- communication – we will be with you every step of the way, providing advice and feedback from the moment we receive your instruction to completion day.

More information on how we put these three principles into practice is provided below.

### **Extensive Branch Network**

Our network of offices means we can reach more buyers. Dacre, Son & Hartley is one of Yorkshire's largest firms of independent estate agents and the extensive branch network covers the core Yorkshire region. The bright, prominently positioned and welcoming offices are interlinked, meaning that information on your home is available at any branch across the group.

The offices and our high profile in the region make us the first call for many buyers, whether they are moving within Yorkshire or from outside the region.

### **Internet Marketing**

[www.dacres.co.uk](http://www.dacres.co.uk) is one of the best regarded estate agency websites in the UK. It attracts almost 30,000 unique visits per month (Q1 and Q2 2012), and is designed to be clear, informative and most importantly, easy to navigate – allowing visitors to quickly find what they are looking for.

Our property listings include multiple photographs, floor plans, satellite imagery, 'street view', local area guides and immediate full brochure downloads.

Without additional charge, throughout the marketing process, properties are also promoted through over 20 of the UK's leading web portals including Rightmove, Zoopla, Primelocation, Globrix, The Mail, The Times, MSN and others. This delivers effective national and international marketing reach.

This blanket coverage means that typically more than two million Dacre, Son & Hartley property summaries will be seen each month through our website and that of our partner portals.

### **Social Media**

Each of our property listings includes the facility to share property information across the most popular social media sites, including Twitter and Facebook - an excellent way for the profile of our client's property to be increased within the market place, and a marketing facility supported by our own popular Twitter feed.

### **Mailing List – We Know Our Buyers**

Thanks to our interlinked network of branches Dacre, Son & Hartley has one of the largest mailing databases of the region's estate agents, with typically over 4,500 active purchasers registered at any one time. The marketing details of a property are issued at the very start and throughout the marketing period on a carefully selected and targeted basis. SMS mobile text alerts are also sent to our most active buyers.

Regular contact with our buyers brings multiple benefits including our ability to immediately match houses with purchasers who are ready and waiting to proceed. Also through understanding our buyer's requirements we can maximise the chance of each viewing proving successful.

### **Full Colour Brochure**

We pride ourselves on producing eye-catching and bespoke brochures, professionally printed and specifically designed to promote an individual property, with high quality photography and detailed floor plans designed to promote your home before and after every viewing.

### **Press Advertising**

In addition to a superb online offering Dacre, Son & Hartley remain committed to promoting our clients' properties through traditional print media to attract both active and dormant buyers. We regularly feature in the local press with eye catching and colourful advertising.

As the firm is also one of the largest advertisers in the *Yorkshire Post* we are able to offer some of the best and most prominent page positions. Advertising opportunities are also available in quality regional magazines such as *Yorkshire Ridings*, *Yorkshire Life* and *Yorkshire Living*.

### **Viewing Arrangements**

All appointments to view the property will be by prior appointment only. If you wish, we are very happy to undertake accompanied viewings without additional charge.

### **Keeping You Informed**

We appreciate just how important marketing feedback is to clients. Our sales staff will be pleased to update you on responses to marketing and the comments of everyone who views your home.

In addition, we have developed an online portal, *My Dacres*, which allows you to log on securely, at any time and from anywhere in the world, to check progress on your property sale.

*My Dacres* provides useful data on marketing activity, including advertising response and online traffic, as well as feedback from potential buyers who have viewed the property.

I would encourage you to have a look at *My Dacres* – simply log in as a guest to get a feel for the facilities and wealth of information it provides. Our clients regularly tell us how invaluable they find it

## **Fees**

I would be delighted if you selected the firm to act on your behalf in the marketing of the property. The company's standard fee rate for a sole agency instruction equates to a commission of just 1.65% of the completion price, subject to agreed disbursements and VAT. However I would be pleased to offer you a discounted fixed commission fee of just £2,000 plus VAT with an incentivised fee of 2% of any additional sale price over £250,000.

Our commission rate would include:

- high quality sales particulars individually tailored to your property;
- SMS text alerts to hot buyers;
- promotion across the broadest suite of websites including Rightmove and Zoopla;
- uploads to countrylife.co.uk;
- listing on our own highly regarded website with password protected access to 'My Dacres';
- the targeted distribution of information on your home to our list of registered buyers;
- quality window and office displays within our local office;
- an accompanied viewing service if required;
- a distinctive For Sale board if required;
- live promotion through our computer-linked sales offices across the heart of Yorkshire;
- advertisements within the local press without charge;
- high quality floor plans on the sales brochure and website;
- support throughout of well-trained, professional and enthusiastic branch staff;

## **Energy Performance Certificates**

As you may be aware, there is now a legal obligation for vendors to provide an Energy Performance Certificate which must be ordered prior to the commencement of marketing. We would be pleased to source an EPC on your behalf through our normal suppliers who will charge you just £79.00 plus VAT.

We have close contacts with local conveyancing lawyers and would be very pleased to make a recommendation in respect of those firms which, in our experience, can drive a transaction through to an early exchange of contracts. We would also be delighted to source a quote for conveyancing services through Simply Conveyancing Property Lawyers and I enclose a leaflet on their very popular 'sale ready' option.

## **Some of our other services**

### **Surveys**

We would always recommend that a purchaser has a survey carried out on a property before an exchange of contracts. Our specialist surveyors offer a broad choice of reports designed to reflect a buyer's individual requirements and provide much more comprehensive information than a lender's simple valuation for lending purposes. Information on these reports can be found in the survey section of our website or alternatively contact survey administration on 01943 464641. Those selling through Dacre, Son

& Hartley receive 10% discount off our standard survey fees, but please bear in mind we are unable to undertake surveys of properties which we are selling.

We offer surveying and valuation services across a wide geographical area; from Wakefield and Leeds, up into the Yorkshire Dales and across the Harrogate area to the East coast. If you are buying outside the region we would be delighted to source a survey quote on your behalf.

#### Residential Lettings and Management

Dacre, Son & Hartley manages hundreds of residential properties on behalf of retained clients with specialist management and RICS compliant accounting practices. If you are thinking of letting or looking to rent a property then please do not hesitate to contact any of our offices where the staff will be delighted to assist. Alternatively review the rental section of our website.

I do hope that this summary meets with your present requirements and shows how our complete package can help you gain the best price for your property. If you would like to discuss my proposals further, or indeed any aspects of our terms of business or marketing services, please do not hesitate to contact me. I can be reached either through the branch telephone number below or alternatively on my mobile number 07894 934850, or email me direct on [ceo@dacres.co.uk](mailto:ceo@dacres.co.uk).

I very much hope that we can act on your behalf and look forward to your further instructions.

Yours sincerely,

Christopher E O'Mahony  
Branch Manager & Associate  
DACRE SON & HARTLEY

#### *Some of the clubs and charities that we are delighted to support: -*

<i>Wooden Spoon</i>	<i>Harrogate Cricket Club</i>	<i>Keighley Show</i>
<i>Ilkley Lawn Tennis &amp; Squash Club</i>	<i>Wharfedale Agricultural Society</i>	<i>Sutton Juniors Football Club</i>
<i>Ilkley RUFC</i>	<i>Ilkley Cricket Club</i>	<i>Xidus Music Charity</i>
<i>Otley RUFC</i>	<i>North Ribblesdale RUFC</i>	<i>Haworth West End CC</i>
<i>The Great Knaresborough Bed Race</i>	<i>Ilkley in Bloom</i>	<i>Baildon Moravian Beer Festival</i>
<i>The Nidderdale Agricultural Society</i>	<i>The Ilkley Pancake Race</i>	<i>Bramhope Primary School</i>
<i>Craven and District Cricket League</i>	<i>Harrogate Ladies College</i>	<i>Otley Town Sports and Social Club</i>