

## Case Study: Property A



Property A was taken into possession with considerable fire damage and although we did not require specialist marketing, we did need to review auction options and obtain structural surveys.

The property was placed on the market, after the relevant surveys and valuations had taken place, in line with the highest valuation. The property generated significant interest after being advertised in the local papers and on the internet even at the higher asking price.

19 viewings led to five different potential buyers placing offers on the property and it was then down to some tough negotiating. As well as marketing the property at the highest price, we were also diligent in ensuring that the buyer offering the most money could prove that they were the most suitable buyer and that they had the funds in place to go through to complete the transaction.

The property was sold for £68,331 with the asking price at £55,000 and exchanged within 8 weeks of going on to the market.

## Case Study: Property B



Property B is a substantial detached traditionally built family home that was presented in a very poor condition and this was reflected in the agents valuations of £1.25m and £1.3m.

The agents had quoted giving consideration to the size of the property and the significant sum of money required to reinstate it to its former glory. Our case handler displayed their usual diligence as they set about sourcing comparable evidence. It was soon realised that there was a gap in the market for this type of property and with information in hand we advised our client to place the property onto the market at £1.4m.

In the first two weeks 46 viewings were arranged that ultimately resulted in the property selling for £1,432,000 which was £32,000 over the asking price and a huge £207,000 more than the average of both estate agents valuations. To make this outstanding achievement even more impressive, the whole sale transaction, from start to finish, was concluded after only fifteen working days.