

Subject: Fwd: 106 Berkeley Avenue, Reading, RG1 6HY
Date: Friday, 10 September 2021 at 08:48:49 British Summer Time
From: Gareth Bertram <garethbertram@hotmail.com>
To: Jake Collinge <jake@jcpc.org.uk>
Attachments: branchmap.jpg, londoneye.jpg, Portal_Montage.jpg, awards_montage.jpg, 0.gif, 1.gif, 2.gif, 3.gif, 4.gif, 5.gif, 6.png, 7.gif

Hi Jake,

Second market valuation giving a price of between £450,000 and £460,000.

Kind regards,

Gareth Bertram

From: tom.major@chancellors.co.uk <tom.major@chancellors.co.uk>
Sent: Wednesday, September 8, 2021 1:09:21 PM
To: garethbertram@hotmail.com <garethbertram@hotmail.com>
Subject: 106 Berkeley Avenue, Reading, RG1 6HY

Dear Mr Bertram

Thank you very much once again for the opportunity of discussing with you the marketing strategy for your property. I am very keen to secure your instructions to act on your behalf and outline below the key strengths which I believe would enable us to give your property maximum exposure by reaching a huge audience of buyers and gain the highest price obtainable in the current market.

A wider audience via our huge office network

The Chancellors Group is one of the largest independent estate agents in the UK, with well over 400 staff working across our ever-expanding network of 56 office locations. We offer superb coverage in our branches across the Home Counties, Oxfordshire and Greater London.





Bringing You London Buyers

With twelve offices inside the M25, we can expose your property to many London-based buyers that may not have visited the local area and registered with other local agents.



Coverage Beyond Our Extensive Network of Offices

Our branch staff and dedicated Customer Services team, plus our association with other national estate agents, property services providers and relationships with international relocation agencies, will ensure the widest possible audience for your property.

Marketing Power

Our marketing proposition sets us apart from much of our competition. As part of our standard service, we offer professional elevated photography and floor plans at no additional cost. We produce high quality, full colour property brochures designed to highlight the best features of your property, and provide showcase advertising in property papers, as well as a highly visible high street window display. Your property would, as standard, benefit from a listing on all major property portals, a local canvassing campaign, a local online campaign via Google AdWords, and a listing on social media sites including Facebook and Twitter.



Google Ads



We have invested heavily in technology from SMS text messages and email solutions to individual Google AdWords campaigns, ensuring that we are exposing your property to buyers in the way that they prefer to receive information. Our clients' property descriptions, photography, floor plans, and EPCs are available to view online 24 hours a day across a range of premium property portals and on our own award-winning websites, and as a result we register about one new applicant every minute during working hours.

Our online presence ensures that your property will be seen on average over 100 times a day. It is our objective to find you the right buyer who can move in a timescale to suit your circumstances. By generating more exposure when marketing your property, we can ensure that we're the best placed agent to do this.

Trust

When you entrust your property to Chancellors you're not just instructing an estate agent, you're entering into a partnership with us for the duration of the sale of your property. With over 200 years of experience, our expertise in marketing and service has been proven time and time again. We are a multi-award winning business and subscribe to the highest standards in the industry set by the Royal Institute of Chartered Surveyors (RICS) and the Association of Residential Letting Agents (ARLA). Our staff are trained and retested at our Head Office on a regular basis.



Related Services

We can offer expertise in all aspects of property related matters, such as:

- **Conveyancing** - Our 'Legally Prepared' Service gives our clients a unique advantage when buying or selling and helps the transaction to progress more swiftly to your timescales.
- **Surveying** - A fast and trustworthy report on your next property purchase.
- **Mortgage & Financial services** - Let our business partners find you the best deals in the market place.
YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE
- **Removals** - Our respected removal partners can provide a fully insured home moving service, from packing materials and transportation through to fine art and antique removal.
- **Lettings** - We are experts in sourcing quality tenants and securing you the best price for your property.

- **Property Management** - Our professional property managers will manage your tenancy efficiently and effectively throughout and give you confidence financially via our rent guarantee which comes as standard with our management service.
- **Refurbishments** - Let us manage your project from full refurbishments to supplying furniture packages.
- **Land and development** - From site compilation and planning research through to trading large sites we have the entire spectrum of services covered.
- **New homes** - We act for some of the UK's most successful developers with many new sites in the pipeline.
- **Commercial Sales and Lettings** - Whether you are looking for premises to buy or let, or looking for an agent to assist you with marketing your commercial property, our dedicated Commercial Department can help.

Our Marketing Proposal for 106 Berkeley Avenue

I am very keen to receive your instructions and commence marketing your property at a figure in the region of £450,000 to £460,000. Having spoken to my team and researched our current applicant base, we are very confident in our ability to generate interest at this level. I would be happy to start at a higher price if you wish to, based on the fact that the initial level of interest may not be as strong and it may take longer overall to achieve a sale.

Any marketing advice given including advice regarding the asking price does not constitute formal advice or valuation and is aimed at achieving the best price from a buyer whose circumstances best meet your requirements. As it is not a formal valuation, it must not be used for any other purpose other than deciding upon a marketing strategy. We have not carried out a building survey or undertaken legal investigations before giving any such advice and therefore no responsibility whatsoever will be accepted for its use for any other purpose or to any third party under any circumstances. If you require a formal valuation we will be pleased to arrange for one to be provided by a qualified Chartered Surveyor at your cost.

Next steps

Please contact me on 01189 509800 if you would like to go ahead with the marketing of your property. I will contact you soon to follow up and see if there is anything else I may be able to assist you with or to answer any further questions you have.

Once again, thank you for the invitation to discuss the marketing of your property.

Kind regards
Thomas Major

To access your statements online please click [here](#)

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Sales Client Manager



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