

29/05/2025

Private & Confidential

Mr W Harvey
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Dear Mr Harvey

Re: 94-98 Addison Road, Reading, Berkshire, RG1 8EG

Thank you for allowing me to value the site yesterday. It was a pleasure to meet you and I am very keen to help you with the sale of 94-98 Addison Road. As we discussed, my team and I have sold a number of apartments in the local area which means we are frequently the first port-of-call for buyers who're looking for apartments like yours.

Marketing Strategy

We know the best ways to introduce 94-98 Addison Road to interested buyers and will tailor our strategy to suit you. As well as professional photographs, floorplans and a quality brochure, your home will be showcased in the local press, on the UK's major web portals such as Rightmove and Zoopla and on the Winkworth.co.uk website which receives over 270,000 visits per month. Also, our regional activity is supported by our national marketing and PR team both online and in print, so we can make sure your property gets the spotlight it deserves. All marketing activity is provided to you as standard. As an added benefit, Winkworth's Client Services department (CSD) based in Mayfair works behind the scenes to support our front offices in sourcing quality buyers from our database.

Our office in reading is part of an extensive independent estate agency network, with over 90 offices, 60 of which are in London alone. Each one is independently run and is supported by referrals and enquiries from other Winkworth offices and the CSD. This means a much wider audience for your sale.

Winkworth is also a member of the Ombudsman Services: Property, the National Association of Estate Agents (NAEA) and the Association of Residential Lettings Agents (ARLA) which means that we abide by a professional standard of practice.

Guide Price

If you decide to instruct us on the sale we'd advise advertising the properties at –

Flat No	Floor	Bedroom	Sqft	Sqm	Parking	Price	PPSqft
Flat 1	Ground	1	506	47	Yes	£180,000	£356
Flat 2	First	1	421	39	No	£155,000	£368
Flat 3	Ground	2	678	63	Yes	£210,000	£310
Flat 4	Ground	1	509	47	No	£165,000	£324
Flat 5	First	1	478	44	Yes	£175,000	£366
Total						£885,000	

Terms of business and fees

Our fees will be based on the final sale price and for sole agents will be £3500 plus VAT at the prevailing rate on completion of the sale for each unit.

If you decide to instruct us, I'll provide you with our standard terms and conditions for you to read, sign and return to us with suitable proof of your identification e.g. passport or photocard driver's licence and a recent utility bill/rates demand from within the last three months. If any of this is unclear, I'd be happy to elaborate.

I hope my advice is useful and that you will contact me if you would like to discuss any aspect of my letter in more detail. I am confident that Winkworth is best placed to bring 94-98 Addison Road to the market and I look forward to hearing from you at your convenience. Please don't hesitate to contact me on 01184022304 or by email to jhathaway@winkworth.co.uk.

Yours sincerely



James Hathaway
Director
Winkworth – Reading