

PROPERTY PRESENTATION REPORT

123 The Street, Brighton, BN1

Scope of Report

This report aims to assess the property at 123 The Street, Brighton and to review it through the eyes of potential buyers. Throughout the report we will make observations on its current state and recommendations of remedial actions that can be taken that will result in maximising (and possibly increasing) the value of the property and speed of sale.

A Profile of The Street

The Street is a quiet cul-de-sac of Victorian terraced houses situated in a desirable and central location in Brighton. It is within a few minutes walking distance of Brighton's mainline station and the houses in The Street, and those in neighbouring streets, were originally built to house railway workers. Brighton is considered to be within the commuter belt and there are regular trains to London throughout the day with the journey taking around 1 hour. The Street is served by a number of good local pubs and benefits from being on the edge of the trendy North Laines area with its boutiques, bars and restaurants. Parking in The Street is by resident permit only and because it is a no-through road does not suffer any traffic noise or congestion.

The Street House Prices

A review of the house sales in The Street over the past few years show that houses do not come up for sale here very often and are usually snapped up quite quickly. Land Registry records show that two houses have been sold in 2006 and have achieved prices of £300,950 (No. 58 which was sold in April) and £280,000 (No. 12 sold in February). The highest price achieved in the street was for number 30 which is a much larger property than all the others as it sits at the top of street and benefits from having extra land. Number 11 sold for £350,000 in August 2003. Discussions with local estate agents have found that the enclave that includes The Street, A.N.OTHER Road and Adjacent Street has been 'discovered' since the beginning of the year and prices in the region of £320,000 and upwards can be expected.

The Target Market

The target market we should aim to attract are DINKY (Double Income No Kids) couples or single professional people either commuting to London or with jobs in Brighton. As there is little outside space No. 123 will not be suitable for families with children although the property may be attractive to young couples with their first baby.

When presenting your home we need to keep in mind the lifestyle of the target market who are likely to have a reasonable amount of disposal income and will be used to a certain standard of living – for instance preferring to shop at Waitrose rather than Asda, going to the Gourmet Burger Kitchen in Gardner Street rather than McDonalds and using Farrow and Ball paint rather than Crown. They will have an active social life outside the home and will also enjoy entertaining friends at home. Therefore the downstairs area of the house needs to look spacious and inviting and emphasis should be made of the fabulous outside space. Your target market will have little time or inclination to do any DIY themselves meaning that the property must be presented to a high standard so that it appeals on both practical and emotional levels. In other words we need to make it easy for potential buyers to see themselves living at No. 123.

How to Use This Report

The aim of the report is to allow you to place yourself in the shoes of a potential buyer so that you can view your property through their eyes.

This report contains many photographs which we have used to highlight the good features of your home as well as those areas that we feel require some attention. We hope the photographs will help you to see your property in a detached manner – which is just how a potential buyer is going to view it.