

# MARKETING RECOMMENDATION REPORT

Prepared for Name Surname  
Clarendon Road, London W11  
1 January 2023

YOUhome - Unique local  
market insight, expert advice  
and personal service

Please do contact us with any questions you may have.

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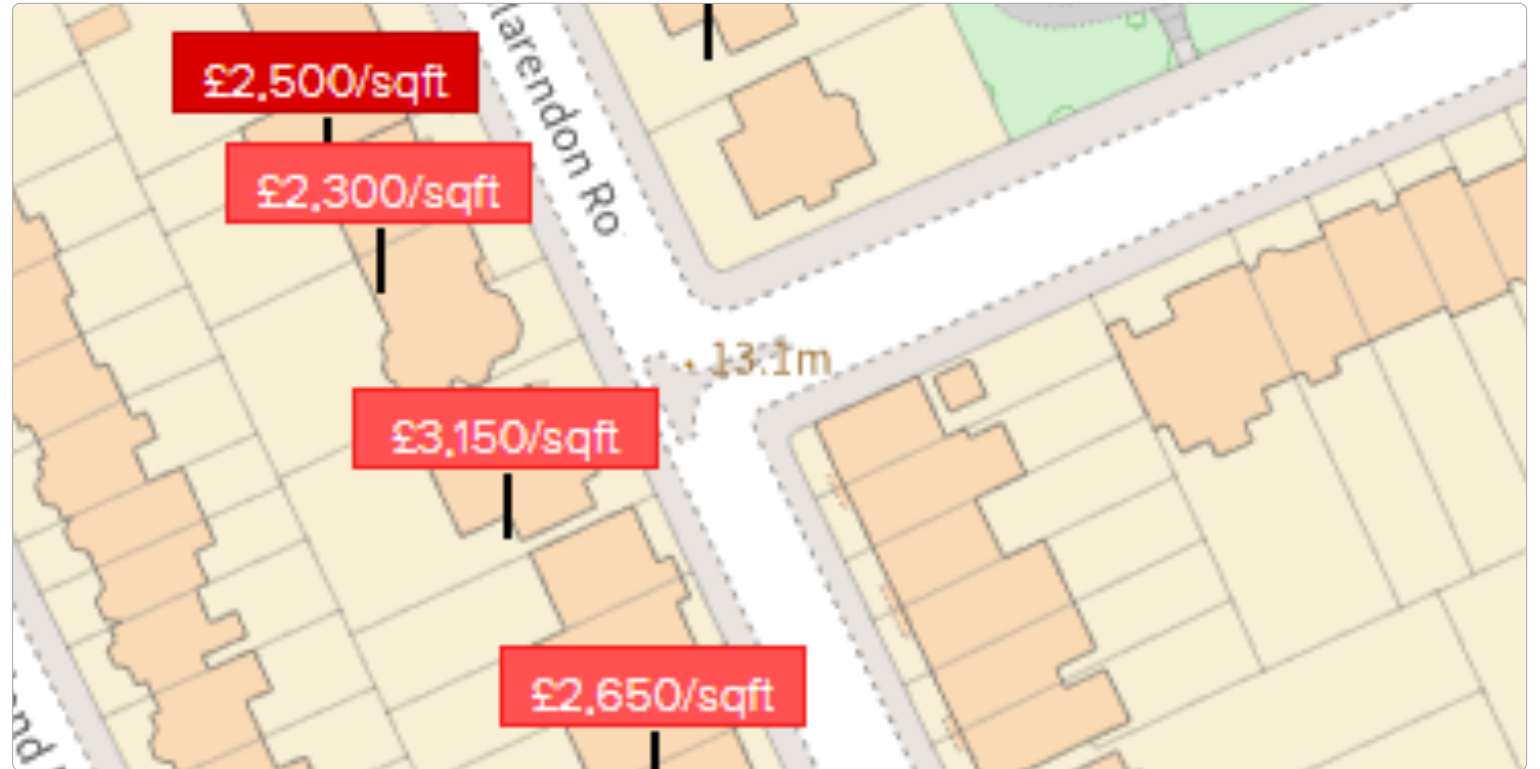
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## Sold Prices

£/sqft

Clarendon Road is one of the most sought after roads in Notting Hill/Holland Park, commanding high sales achieved £/sqft rates.

The higher prices are for detached houses with off street parking in good condition such as Clarendon Lodge, number 41. Since being bought for £17.1m £3,150/sqft by a local developer, the property has reportedly just been sold on for a higher price, exchanged last week, price to be confirmed, the market at all levels is active.



### 45A, Clarendon Road, W11 4JD

Terraced, Freehold

Sale Date	Price Paid	Change	Floor Area Price
01/03/2019	£6,700,000	▲ 1.8% pa	£2,500/sqft

### 41, Clarendon Road, W11 4JB

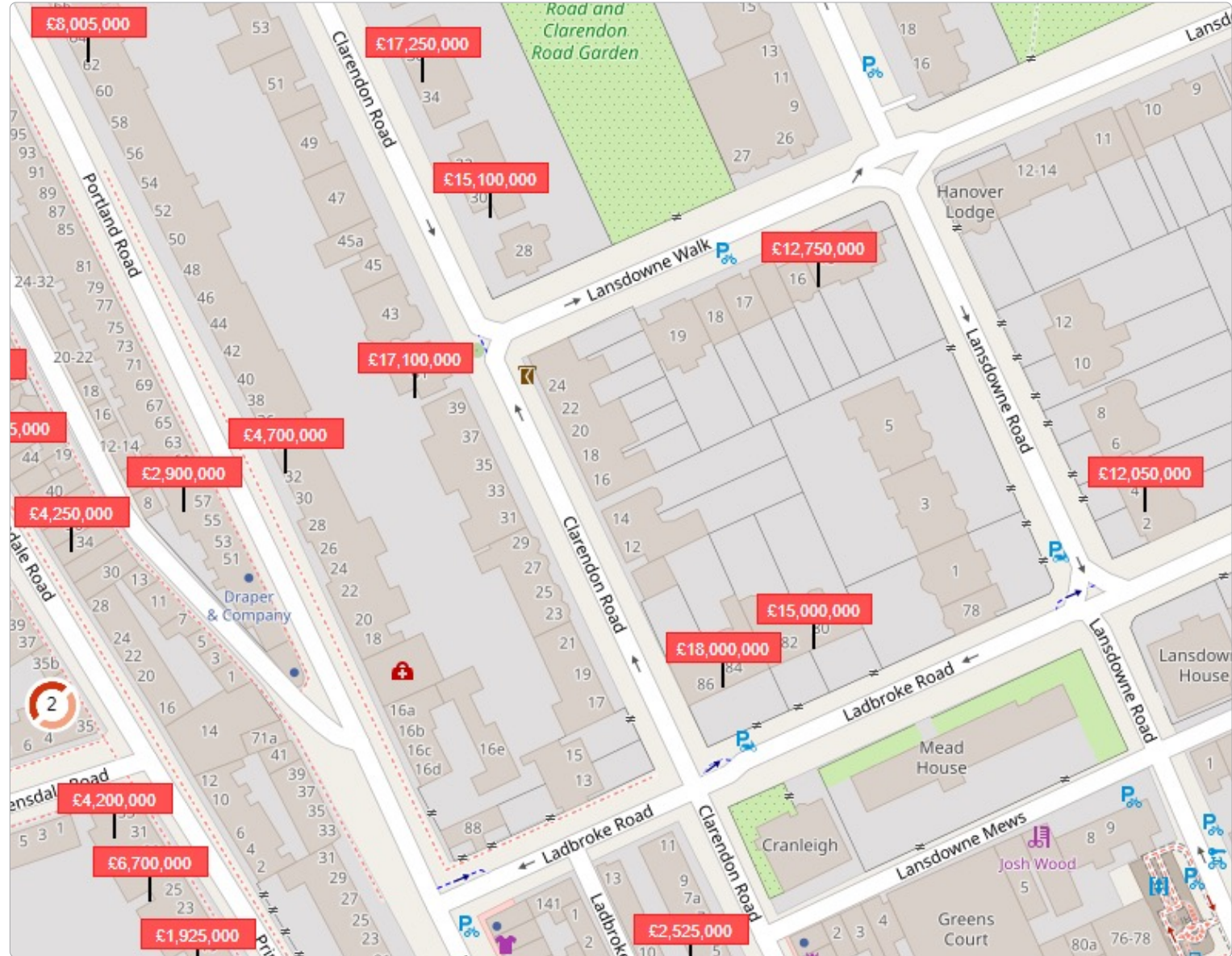
Terraced, Freehold

Sale Date	Price Paid	Change	Floor Area Price
06/04/2022	£17,100,000	▲ 7.24% pa	£3,150/sqft

# Property Sales

## Last 2 Years

There is an active market for all lot sizes in the immediate area, here are houses sold in the last two years.

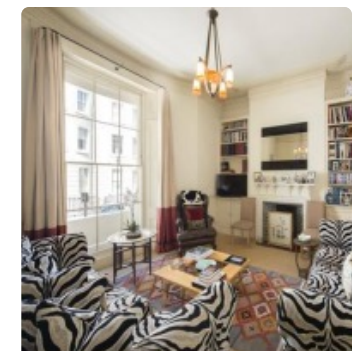
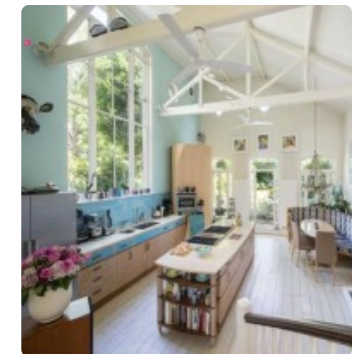
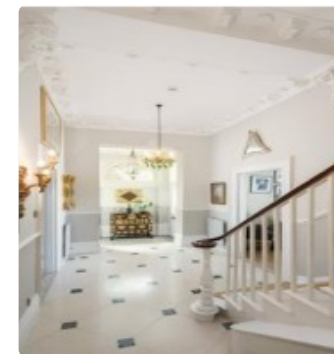
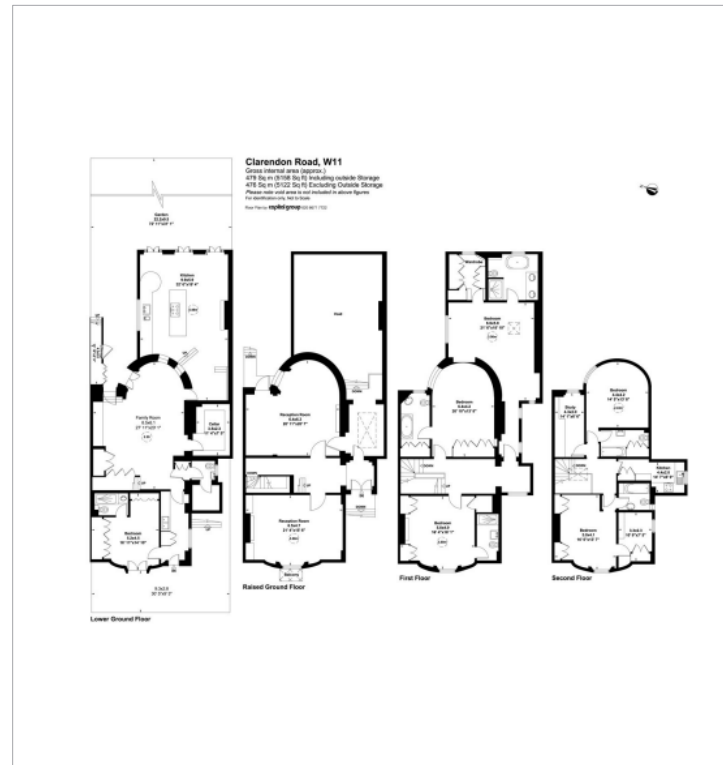
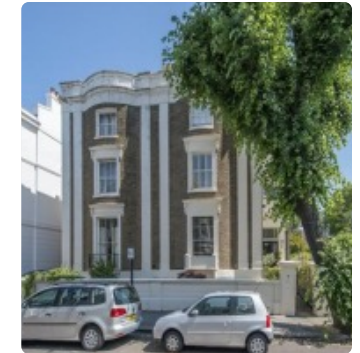


# Comparable Property

## 12 Clarendon Road

For a £/sqft comparable on the same road, nearby a semi detached 5,112sqft six bedroomed house with large garden, all in good condition. This is a larger lot size but a guide for the road.

Sold for £12,500,000 (£2,440/sqft) in June 2019, a busier market.



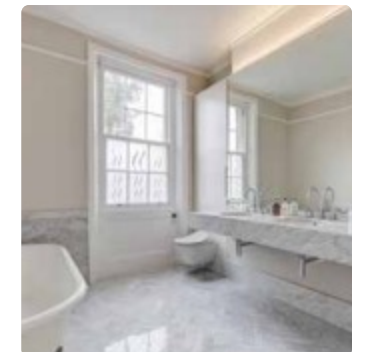
12, Clarendon Road, W11 3AB			
Semi-Detached, Freehold			
Sale Date	Price Paid	Change	Floor Area Price
12/12/2019	£12,500,000	▲ 9.16% pa	£2,450/sqft

# Comparable Property

## 45 Clarendon Road

Semi detached 3,169sqft five bed house with large garden all in good condition with planning permission to extend via a basement

Sold for £7,375,000 (£2,327/sqft) in January 2020.





# Your Property

Clarendon Road, London W11

## Overview:

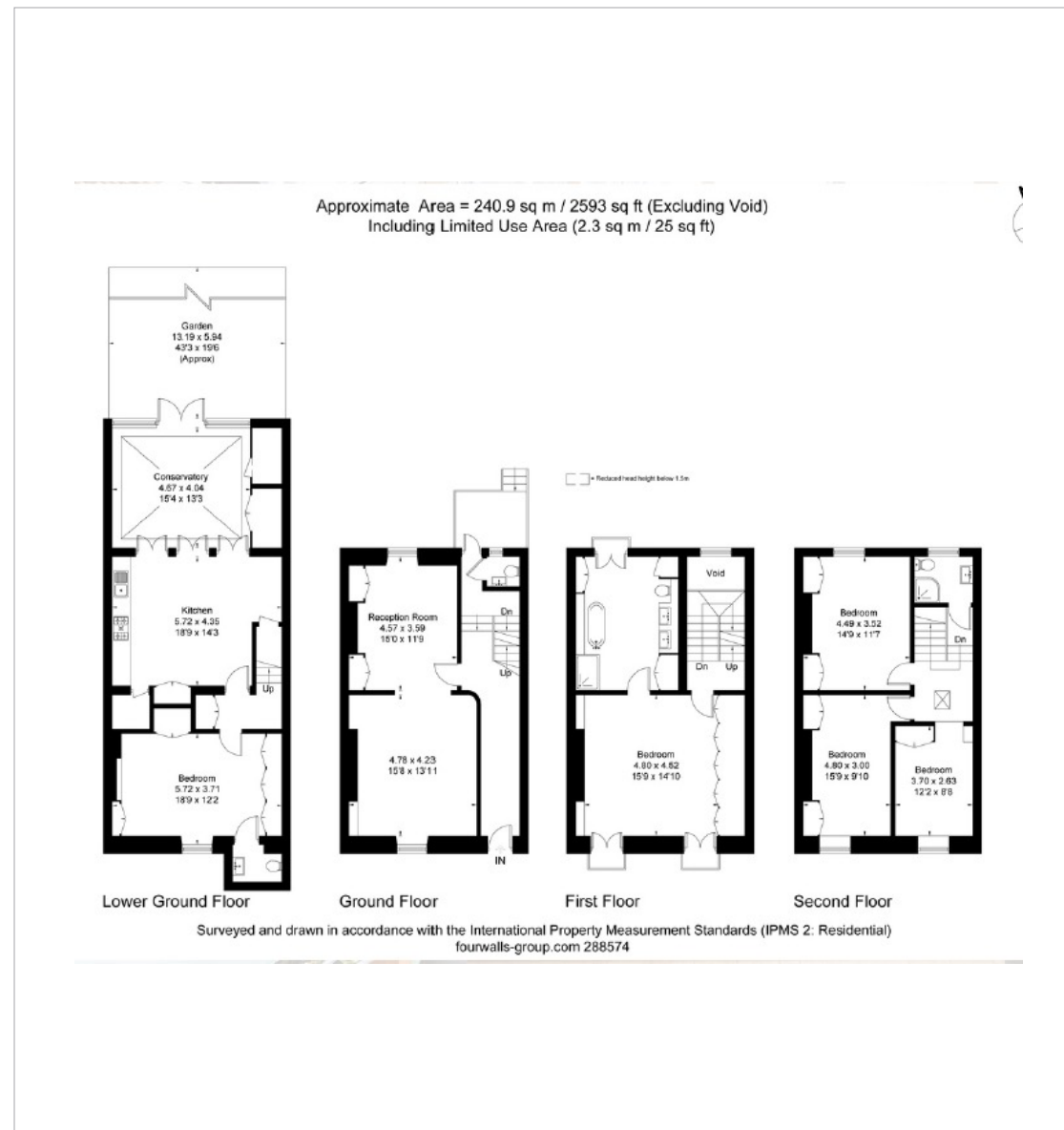
- Terraced freehold house.
- 2,593sqft (tbc) five bed, two bath, guests'/downstairs cloakroom.
- Conservatory leading to a large garden.
- High ceilings, light with clever use of long windows and stairs set back to allow the light into the centre of the house, underfloor heating.
- Great aspect front and (particularly) back.
- Attractive and popular location.

## Push backs/possible negatives to consider:

- Grade 2 listed (many families like to open up houses, some precedent to do this at lower ground level shown by 26).
- Needs work.

## Push backs/possible negatives to consider:

The house has been marketed by Curtis Sloane, priced at £7.5m (£2,892/sqft), there appeared talk of offers ranging from £7.2m and more recently at the £6.95m but no real offers forthcoming.



# Current Market Advice



## The Market

Since the mini budget in September the market across all price brackets rallied just before Christmas. January started quietly but activity has returned with engaged buyers viewing and offering.

There is little good quality available and this is likely to continue through the year. Much of the better quality stock is marketed quietly initially, with a view to achieving a premium value.



## Strategy

The property presents well as it is currently, we will produce a high-end engaging video, take high-quality photographs/floorplans, promote it, speak directly to buyers we know, to our broad and diverse range of contacts as well as the buying agents...this way all stones are unturned in a careful, discrete and rigorous way. At the appropriate moment, we can broaden the process further by going on to the portals and we are on all of them.

We can guide at a price, monitor the reaction of the market, we will pass all the thoughts of buyers back to you and carefully assess the market's appetite for the property at this price point.

We are also able to offer a Co-ordinating Agent Service which we will be happy to discuss with you



## Pricing & Target Market

We'd recommend guiding the property's price for sale at £X,XXX,XXX (£X,XXX/sqft) for a period of discrete marketing. We target global and local markets to maximise engagement and drive leads through using the greatest range of tools, techniques, technology and networks of any agent. We can list higher, particularly in the off-market phase, however buyers know the value of their pound, know the market well and will be reluctant to even start a conversation/put an offer down if they feel the pricing cannot be justified or substantiated.



## Next Steps

- Agree strategy and pricing.
- Sign standard terms and conditions of business.
- Process the usual anti money laundering (AML) requirements.
- At a convenient time have photographs, floorplan and video prepared.
- Agree marketing material and then we will engage the global market and individual prospective buyers, their buying agents, etc.



# Our Strategy & Approach

## Presentation:

- Photos, video, floor plan, virtual walk-through tour, personally managed and supervised, highlighting lifestyle, details and finish.
- Brochure.
- Detailed area knowledge and insight.
- Thorough property presentation pre viewing.

## Promotion:

- Existing database.
- All active buyer agents where we maintain direct current relationships.
- All portals (Rightmove, Zoopla, Primelocation, On The Market).
- Premium listing and featured property.
- Social media posts (where/when appropriate).
- Co-ordinating Agent

## Process:

- Engage, qualify and secure buyers.
- Report feedback and communicate.
- Coordinate involved parties and professionals and help resolve issues as needed.
- We work flexibly when clients and buyers need us .
- Make the sale as successful, simple and smooth as possible.

## Price:

- Set at a level to test the market and attract Interest .
- Continuously monitor the market and comparable properties, they will be being viewed by your prospective buyers.
- Review and revise as needed.



# Our Recent Sales



## Phillimore Gardens, W8

Solicitors recommended us to the owner of this house asking £28.5m. The house had been marketed with two well-known agents for two years. We were instructed sole agent, we kept it at the price previously marketed, we had fourteen new applicants viewing and sold it in six weeks.



## Linden Gardens, W2

This 6,000sqft Notting Hill house had been marketed for 18 months by another agent, we were instructed joint sole, had 15 new viewings and sold at asking (£6.95m) in seven weeks, a cash buyer just completing this week.



## St James's Gardens, W11

YOUhome were instructed sole agent to market this 4,121sqft house. The owner was high profile, we marketed the house discretely, had 18 viewings, four offers and agreed a cash sale to a family living locally looking for more space. The market is largely made up of this, buyers who know what they want, know the area in detail, know what their £ gets them, looking for more or less space.



## Hillsleigh Road, W8

YOUhome were asked to help an owner whose £5.45m house had not sold, marketed by three agents at the same time for eight months. YOUhome replaced one agent, qualified potential buyers carefully and sold the house for cash in seven weeks.

# Market Leading, Presentation, Promotion, Lead Generation & Analysis

See what we see, hear what we hear, full feedback wherever you are. YOUhome's unique home seller knowledge hub developed to put our home sellers at the centre of every sale.



Scan this code, or visit:  
[mypropertymarket.co.uk](https://www.mypropertymarket.co.uk)

The screenshot displays the mypropertymarket.co.uk website interface. At the top, the browser address bar shows the URL. The main content area features a map with several location pins in green, blue, yellow, and red. A blue pin is labeled 'NEW' and has a pop-up window showing a property interior and a price of '£ 1,500,000'. To the right of the map is a search bar containing 'W11 3LB' and a search icon. Below the search bar are filter buttons for 'All', 'Houses', and 'Flats'. Further down are three sliders for 'Distance', 'Price', and 'Floor area'. At the bottom of the map area are five colored circles (green, blue, yellow, red, grey) with horizontal lines. Below the map are four property listing cards, each with a thumbnail image and a small colored circle in the top right corner.