

Sell your property using our market intelligence

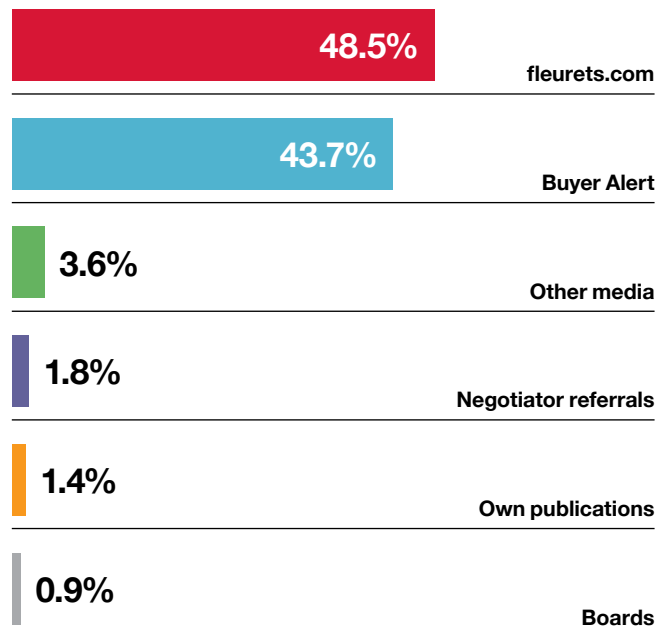
Fleurets market intelligence helps maximise the sale price of your property. As agents, it is important for us to consider who is likely to buy each property we sell, as well as considering by what means and most importantly how the ultimate purchaser is to be located. This is vital information as it helps us to decide how best to sell a property to achieve the best price in the optimum timeframe.

As part of this process we closely monitor where all applicants (potential buyers) first learn about a sale property. In conjunction with this we cross-reference this information by asking the eventual purchaser where he/she first saw the property advertised. The results are remarkable.

Enquiries where they come from

We log every source of enquiry from applicants irrespective of whether they ultimately buy a property, and we posted or emailed 470,631 sales particulars during this period, an increase of 103% on the previous year. The increase in the demand for sales particulars is huge and is primarily due to the recent introduction of "Buyer Alert".

"Buyer Alert" is a web based facility for applicants that is designed to match property to applicants pre-determined criteria. Once an applicant has registered and provided brief details of their requirements, we automatically forward sales particulars that match their criteria. In addition the realignment of the Fleurets brand, the introduction of "a fresh approach", the subsequent changes to our website and Fleurets Newswire have all had a major impact upon the perception of the company, reflecting in an increased level of general enquiries as a whole.

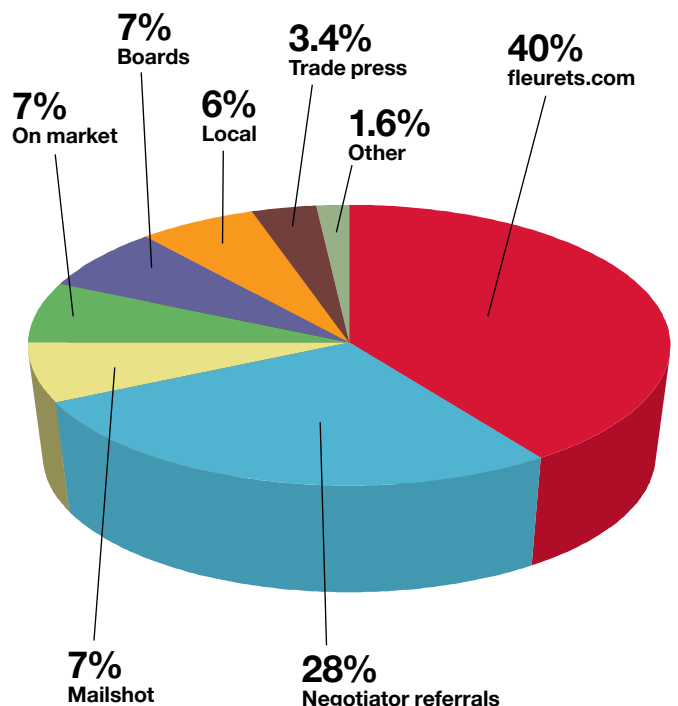


Buyers where they come from

We have similarly examined all our sales and lettings transactions, establishing precisely how the ultimate purchaser first became aware of their new property. The pie chart below illustrates the facts at a glance.

96.4% of all our enquirers and 89% of all buyers are introduced to their property by Fleurets own means as opposed to any external media, which underscores Fleurets ability to effect a sale and our edge over the rest of the market.

Our website is clearly our most effective form of generating both enquiries and purchasers and shows a significant increase on the previous year. Fleurets.com provides enquirers with a fully interactive service, providing sales particulars of the properties we have on the market. Our website is particularly useful to potential purchasers as once a customer has logged in, their details are stored on our system, allowing our negotiators to match buyers and sellers in a quick and efficient manner.



Although our website is our most powerful tool in a digital marketplace, we also produce hardcopy media. *On market*, which includes reference to all sectors within which we specialise: Hotels, Restaurants, Pubs & Leisure property, is issued 6 times per year to a database of over 140,000 registered buyers.

89% of all buyers come from Fleurets/Fleurets media, which includes *On market*, fleurets.com, for sale boards, mailshots, negotiator referrals.

This impressive statistic reflects the knowledge and expertise of Fleurets' personnel, with each negotiator having the ability to share a solid wealth of experience of the market on a local and national scale.

It also reflects the improvement of our staff's own abilities since the last survey, as well as the importance of our being "in the market"; i.e. knowing our buyers' requirements so that when a property is put on the market, we know who to contact.

Fleurets media is sent to a number of important subscribers within the hotel, restaurant, pub, bar, brewery and leisure industry.

Why we're different

Fleurets was founded in 1820 and is the largest firm of Chartered Surveyors to specialise nationally and exclusively in the sale and valuation of Hotels, Restaurants, Pubs & Leisure property.

We work with an initial 18 week agency period only, and not the normal 6 month period that so many other agents charge. We take pride in seeing the job through from the moment a seller formally instructs us to act for them, through to completion. Sellers get personal attention, from the same person that visits them on day one, from start to finish.

For more information, ask one of our experienced sales negotiators who will be happy to provide you with a marketing appraisal of your property, at no charge. We are happy to offer testimonials and examples of hotels, restaurants, pubs and leisure property bought and sold through Fleurets in your area and talk through how we would best market your property to not just find a buyer, but to help you strike a deal at the best price and within the optimum timeframe.

London	020 7280 4700	london@fleurets.com
North West	0161 683 5445	manchester@fleurets.com
North	0113 234 0304	leeds@fleurets.com
Midlands	0121 236 5252	birmingham@fleurets.com
West & South Wales	0117 923 8090	bristol@fleurets.com
South	01273 429500	brighton@fleurets.com
East	01787 378050	sudbury@fleurets.com

fleurets.com

Five reasons to instruct Fleurets

470,631

sales particulars were requested last year

96.4%

of all enquiries are generated by our own media

89%

of all buyers are introduced to their property by our own media

40%

of all purchasers are introduced to their property by fleurets.com

28%

of all sales occurred because of negotiator referral – i.e. we sell businesses without the need for any advertising whatsoever

We are not aware of any other reputable agent that can match these statistics!



Hotels



Restaurants



Pubs



Leisure

Fleurets
a fresh approach