

Ms Lesley Jugoo
The Forum, Marlowes
Hemel Hempstead
HP1 1DN

Our Ref: RDS - 561325

7th October 2024

Dear Ms Jugoo,

Re: 20, Ritcroft Close, Hemel Hempstead, HP3 8PB

With reference to our recent meeting, I would like to thank you for the opportunity to carry out a market appraisal on your home, which I consider to be a very saleable property. As discussed, we would recommend an initial marketing price to be £325,000. In the current market I believe this flexible pricing strategy will allow us to achieve the maximum number of viewers and ultimately generate an offer within a reasonable time frame.

As an independent, agent with shop front offices in the very heart of Hemel Hempstead's historic Old Town we can offer you a truly professional and personal service tailor made to suit your timescales and situation, our mature and experienced property consultants have over 40 years combined experience selling properties in and around Hemel Hempstead including some of the areas most select addresses.

As Sears & Co are licensed members of the national association of estate agents (NAEA) you can be sure that the marketing of your home and any advice provided by our team will be offered with upmost reliability.

Our commission on a sole agency basis would be 1.2% inclusive of vat (Equivalent 1.00% + vat) of the eventual sale price and this includes full colour property particulars, professional internal & external photographs, floor plan, accompanied viewings with next day feedback and a For Sale board. (optional) Sears & Co also have the facility to provide drone and plot photography should this be required.

You can expect your property to be viewed 24 hours a day in our state of the art LED window display capturing the many potential buyers using the busy restaurants & nightlife in the Old Town. Your property will be included in one of our larger than average A3 landscape display pockets with both internal and external photographs to ensure we maximize the selling potential of your home to potential buyers passing by.

We also advertise via our highly acclaimed website as well as other property web portals including UK's No1 rightmove.co.uk which attracts over 5 million unique visits from home movers per month, Zoopla, Prime location & On The Market. You can expect your property to receive 'premium advertising on Rightmove as standard' Sears & Co are one of very few agents in the area who offer both premium listing and feature listings at no up front cost to our seller and landlord clients.

Sears & Co conduct extensive advertising via our social media platforms including Facebook and instagram. We create specific property related adverts rather than generic contact which creates

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genuine viewing activity on the properties we market, Alongside this our database of local and national purchasers is utilised to generate viewings as soon as your property is placed on the market.

We would very much like the opportunity of selling your most desirable property and look forward to hearing from you once you have made your decisions. In the meantime please do not hesitate to contact us if we can be of any further assistance.

Yours sincerely,

Richard Sears MNAEA
Director

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