Hi Anne,

Thank you again for instructing Chestertons and for returning the signed terms. We are absolutely delighted to be working with you and can't wait to get started!

I understand you met my colleague Stephen, who knows Charmouth Court exceptionally well, having recently sold another apartment within the development. This puts us in a particularly strong position, as we already have an excellent understanding of the building, the local market and the types of buyers looking to purchase there.

As discussed, we remain comfortable with a valuation range of £475,000–£525,000, and my recommendation would be to initially test the property discreetly off-market at £525,000.

This will allow us to introduce the apartment directly to our registered buyers, gauge genuine interest and obtain valuable feedback before committing to a wider launch on the property portals. The aim is to achieve the very best price possible while ensuring we get the eventual marketing strategy right from day one.

In terms of next steps, we will begin preparing everything for marketing, including arranging photography, checking the floorplan and putting together the property particulars.

We completely appreciate that your daughter is currently living at the property, so we will work closely with her to arrange photography, access and any subsequent viewings at times that are convenient for her. We want to make the process as straightforward and disruption-free as possible for everyone.

Once the marketing material is ready, we can begin introducing the apartment to our registered buyers at £525,000 and will keep you regularly updated with feedback and any interest generated.

Thank you again for putting your trust in us, Anne. Stephen and I are really looking forward to working with you and achieving a fantastic result.

Best regards,

George Underwood
Director
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