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18TH JUNE 2021

Mr James Chell
Bugler Group LTD
Bugler House
25 High Street
Rickmansworth
Herts
WD3 1ET

Dear James,

Re Hayes End Road

Please find enclosed my thoughts on your proposed development at Hayes End Road. I have approached the pricing based on my in depth knowledge of the area.

I have previously written to you about the 3 bed family apartments 'versus' the 3 bed family houses in Hayes End and therefore I will not repeat my earlier comments associated to this.

My thoughts on asking prices at this juncture would merely be a guide, as I feel there may need to be room for negotiations from a 'list price' due to the fact there is healthy competition within the Hayes End area currently. That said, if the government stimulus of 'Help to Buy' is still available at PC then I think that my enclosed prices could be achievable with a quality specification and end product.

Currently 200 yards away from your proposed development you will note that 3 x developments are currently under construction or due to be delivered. These are the TCM House, Land to the east side of Newport Road and Link House. Competition will therefore be high for potential purchasers.

Over the previous 6 - 9 months we have noted that flats are struggling to sell within this location. Customers are now more interested in purchasing a house with gardens as this gives them more flexibility for family life, home working and recreational space.

I would reiterate that you will need a robust marketing budget to sell the apartments, particularly the 3 bed flats which will be very difficult. I would account for a 12 month sales period post PC.

As always, my advice is based on my 30 years' experience within the Hayes and Hillingdon sales market. My advice is a guide only at this stage and I would be delighted to discuss this with you in further detail.

Yours sincerely,

Craig Anderson
Director
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