

## Spring/Summer 2015

**Joanna Cobb, Director at Cobb Amos discusses her outlook for the rest of 2015 and what property size and types have been selling best so far this year:**

### How long does it take to sell a property?

40% of our sales are agreed within 8 weeks of first marketing the property. Once the offer has been accepted, the average sale takes 11 weeks until exchange. This shows that the thorough checks we carry out before we agree the sale plus our careful negotiation of expected timescales early on ensures a swifter transaction.

"40% of our vendors move within just 133 days of first marketing."

### What is your top tip for sellers?

Walk around your home pretending you are a buyer, look at your property with new eyes and make sure you deal with all the things you have been meaning to sort out prior to marketing. See our website for more detailed guidance or call us for specific "house doctor" advice.

"We have exchanged on over £25M worth of property so far this year."

### What is the key to your success?

Maintaining a professional and personal service at all times and constantly working at the quality of our marketing materials, so that regardless of property value, each one is showcased at its very best at all times. In addition we hold training every month so that our awesome team continue to improve and develop their skills to better serve our clients.

### What is the outlook for the rest of 2015?

At the beginning of the year, a range of experts predicted a 3-4% rise on average across the country. Once you strip out the figures for London and the South East, this leaves approximately 1-2% for our area. This steady growth is more manageable than the meteoric rise we saw between 2005 and 2007 and hopefully this will ensure we stave off another dip.

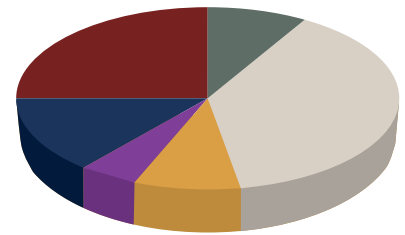
"We are still consistently achieving 97% of asking prices."



**Joanna Cobb**

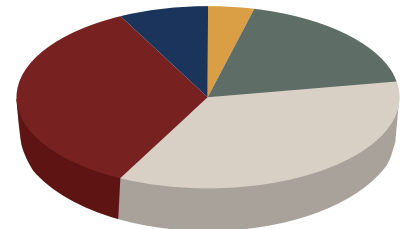
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## Sales Data



Property type sold

- Bungalow
- Detached
- Development / Plot
- Flats
- Terrace
- Semi



Size of property sold

- 1 Bed
- 2 Bed
- 3 Bed
- 4 Bed
- 5 Bed



Hereford



Leominster



Knighton



All Offices

Where do buyers come from

- Local
- Not Local

**Rebecca Jackman, Senior Lettings Negotiator MARLA discusses the types of properties that let quickest, how to minimise void periods and whether or not to furnish a property to let.**

### How quickly do properties let?

95% of our City properties let within 5 days of marketing. Two bedroom properties in central locations, particularly those with parking and two double sized bedrooms attract multiple applications and give  
a) the best possible rent achieved and  
b) a choice of quality tenants.

" 100% of both our landlords AND tenants say they would recommend us."

### How do I budget for void periods?

Almost every property that is let will have some void period in the course of a year. When one tenant moves out, there needs to be a little bit of time for the property to be thoroughly inspected, the old inventory checked against and a new one prepared, complete with ample photographs. Sometimes a few minor repair or improvement jobs need to take place. We work hard to keep the gap between tenants to a minimum and are delighted that **90% of our properties have a void period of less than a week.** An amazing achievement that demonstrates our excellent organisation.

" 97% of our properties are let unfurnished."

### Will my furnished property let well?

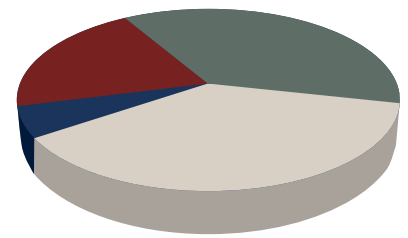
The obvious answer is yes but not quickly. Based on our statistics only 3% of properties we let are part or fully furnished. But it is possible: the ones that do let furnished are small studio apartments that attract a working professional on a contract in the area for a set period of time that have their own home elsewhere. If you need to let it furnished, then try to be flexible on moving certain items if the perfect tenant has some things of their own they want to accommodate.

" We have agreed tenancies for monthly rents worth over £80,000 in the first six months of 2015."



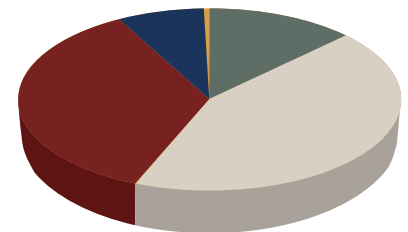
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## Lettings Data



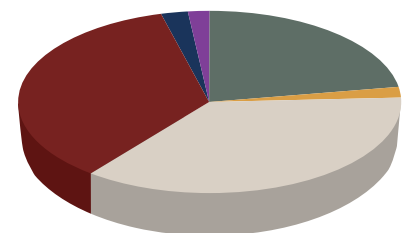
Value of rents agreed

- Up to £500
- £401 - £638
- £639 - £999
- £1000+



Number of Beds

- 1
- 2
- 3
- 4
- 5+



Type of Tenant

- Single
- Sharers
- Professional Couple
- Family
- Retired
- Army