

Sales and Marketing Strategy

Yarmouth Primary School, Mill Road, Yarmouth, IW, PO41 0RA

Marketing & Advertising

Property particulars will be drafted showing the full extent of the property, boundaries, sizes, access and tenure. Any covenants or restrictions will be required to be included in this documentation together with any overages. Whilst we understand that unconditional bids are preferred conditional bids would be considered and full details of the conditions requested including any long stop dates, planning and funding information. We will also advise prospective purchasers that the vendor will also require an element of residential to the site.

The property will be advertised in the local press, online on our HRD website, Rightmove Commercial and Zoopla.

Our further recommendations for this site would be a 1/8 page colour advert in the Estates Gazette which measures approximately 58mm H x 84mm. We would also recommend a drone video and still aerial photos of the site.

The cost of the drone, £200, and the cost for the Estates Gazette Advertisement, £1800 as per specifications above, is not included in our fee but can be added as a disbursement once exchange of contracts takes place.

We will mailshot our local and national developers list and also any developers and all active builders and developers that we have had dealings with in the last 12-month period.

HRD will also contact providers of retirement homes and sheltered accommodation as the location would lend itself to such with the ease of access to the town, good outlook and mainland links.

We would recommend a marketing period of 10 weeks to fully test the market and in order for prospective purchasers to undertake their due diligence with regards planning opportunities for the site and financial analysis.

Due to the nature of the site we wouldn't recommend a site board as we understand the site will be operational during some of the marketing period.

Documentation and Information

Before we can work on your behalf, we will require signed our Terms of Business specific to these premises and client.

We will require a topographical survey and report on title to be available for applicants, to be provided by IWC together with an asbestos report, EICR and Gas Safe if possible. If the property is to be sold without any planning permission for demolition, we will also require a copy of the Energy Performance Certificate. Any

reports provided will be made available to prospective purchasers in order for them to make an informed decision with our standard caveat that these are for information purposes only and are not to be relied upon.

Management of Enquiries

All enquiries, whether it is by phone, online portals, email or walk ins will be managed by our dedicated Commercial Department who will then see any enquiries, viewings and subsequent sale through to completion.

Viewings

Viewings will always be pre-booked in our diaries and with this site we would undertake dedicated ½ day open days when required.

All applicants and viewing companions will be joined by a HRD Colleague.

We will provide viewing feedback to your nominated contact at the IOW Council.

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