

Marketing Recommendations in connection with Land North of Water Lane

Step 1

Marketing Particulars

We recommend using an in house brochure for the property and provided as a PDF copy to applicants upon request. Importantly the marketing collateral would need to illustrate or provide access via a data room to the following:

- Full site plans
- Full planning consent documentation/notices
- Clarification of gross site area and net developable area
- Confirmation of access route to employment space
- Indication of road visibility from by-pass road

Direct Targeted Marketing

Given our experience of the location we are aware of numerous developers, owner occupiers and leasehold occupiers that would be interested in the subject location. This amounts to a list of approximately 20-30 parties who are well versed in such sites and will provide a strong indication as demand for such a product in the market.

Viewings

It will be our intention to accompany all viewings subject to satisfactory dates, times and suitability. We note that there may be access limitations so will only arrange these where practical.

Reviewing the Marketing Strategy

We will monitor the marketing campaign closely. It will be our intention to be in formal contact with you every few weeks whether this is by phone or email. We will of course be in more regular contact on an ad hoc basis as and when there is news to report, e.g. significant viewings, offers being received etc. We would suggest that stage 1 of marketing should be carried out for a period of six to eight weeks depending on interest generated. Should the desired interest levels not be met, we would then propose to launch a further set of marketing initiatives as per stage two below.

Step 2- Continuing as above plus:

LISTEN

CARE



INNOVATE

LEAD

Marketing Boards

We would suggest erection of marketing board stating a specific wording to be agreed, assuming visibility from the by-pass road. We note this may need to be sensitive to the housing development so would be sympathetic to such.

Local and Regional Agents

We would directly mail and speak to key local and regional agents who may have client / occupier requirements in the area.

Websites

Internet advertising, to include subscriptions. Websites to include Vail Williams' website, Rightmove, EACH, Co-Star, Realla and regional websites as appropriate. Advertising on LinkedIn and Twitter with photos and film.

Mailshots / E-Mailing

We will directly mail applicants registered with our firm who have requirements that might be satisfied by the subject property.

Step 3- Continuing as above plus:

Consideration for expanding on alternative commercial uses

Should interest not be forthcoming, say after a marketing period sixteen weeks, we would encourage supplementary commercial uses to be investigated such as Class B2 and Class B8.