

# Enough of the Spin



## Stephen Taylor, MD, Guy Simmonds

Trying to talk up the market with references to the end of the recession, the Olympic legacy and the birth of the future King George is not what we're about. The industry is tired of spin, it needs facts.

For some years now we have advised that tied pub rents must be pragmatic and take note of the prevailing market where free-of-tie opportunities have increased considerably as a result of private/retiring freeholders selling their business leasehold to secure a reliable long-term rental income whilst retaining the freehold asset. This is a speciality of Guy Simmonds where our advice on sustainable rental levels helps to produce longevity of lessees.

Somewhat belatedly it appears the message is now getting through to Pub Companies in that we have been appointed as sole agents by a major Pub Co to advise on rental levels for a portfolio of approximately 70 superior leasehold opportunities which will be gradually released to the market over the coming year. Arguments about the tie rage on and statutory regulation is a serious possibility. So it is refreshing to see a major Pub Co realise that something simply has to change in the tied sector. Rents in the tied sector being in excess of those for free-of-tie opportunities (benefiting from massive beer discounts) defy any rational explanation. As ever, market forces will prevail.

Whether freehold, tied or free-of-tie leasehold, one factor above everything else which determines whether a business can be sold in a respectable timeframe is quite simply whether it offers good value to today's shrewd purchasers. This advice which we constantly provide to both private and corporate clients has produced a period of extremely buoyant sales at Guy Simmonds, and in the confidence this will continue we have appointed further experienced valuers to intensify our coverage of the UK.



[PC457 The Fifield Inn, Fifield, Berks](#)



[PC653 Red Lion, Milton Bryan, Bucks](#)