



## The Agents Feature

### Stephen Taylor, Managing Director, Guy Simmonds

With stagnant properties on some agents' books for months-on-end, I sometimes wonder what vendors and their agents are waiting for - a return to a hyper-inflated property market and irresponsible lending by finance sources? Believe me, this isn't going to happen.

In a tough market, it's the agent's job to make things happen - not just to sit around waiting and hoping for inflated price expectations to become realisable. Only by being proactive has Guy Simmonds been a leader and highly-successful over the last 35 years. Even in as tough a market as this, our completed sales have increased for the last consecutive 3 quarters, and our registered demand for similarly profitable businesses is growing noticeably.

To make sales happen requires realistic and up-to-date valuations plus the ability to source purchasers who can actually proceed. Over the last 12 months we have been invited to conduct a programme of induction seminars at major companies involved in redundancy planning. The response from affected individuals has been overwhelming, with interest being focused on freehold and free-of-tie leasehold opportunities. Quality, profitable tied leases offering an alternative lifestyle are also in demand for newcomers to the trade.

It is crucial for sellers to understand how best to present their business to the market, which is why we provide unique detailed guidance to sellers including how to create a positive first impression with prospective purchasers, making purchasers comfortable with the business' trading performance, and the steps necessary to achieve a successful sale.

There is a variety of ways in which a pub business can be sold. A wise seller will want to know the pros and cons of each of these options. Conventional sale, selling the freehold but retaining the business via a sale and leaseback, selling the leasehold business but retaining the freehold asset by creating a new lease, or achieving an immediate sale on the 'fall of the hammer' via one of our on-site auctions.

