



7 SALES IN 7 DAYS AT GUY SIMMONDS

Guy Simmonds has achieved the sale of 7 licensed premises in a period of just 7 days in June. All the sales were negotiated on behalf of independent owners – 2 properties are freeholds (one of which was sold following an on-site auction) and 5 are leaseholds.



The 7 businesses sold are The Angel Inn at Beccles, The Compasses at Damerham, The Bear Inn at Bognor Regis, The Swan at Great Kimble, The Bush Inn at Chichester, The Farmers Home at Durley, and The Red Lion, Cradley. All purchasers who buy through Guy Simmonds are able to take advantage of our offer of free training, and award-winning course.

Stephen Taylor, MD of Guy Simmonds wryly commented: “One purchaser most certainly NOT in need of our new-entrant training was Luke Johnson who purchased The Red Lion, Cradley in Worcestershire. Luke is the famous serial entrepreneur best known as the former Chairman of Pizza Express, Royal Society of Arts and Channel 4 as well as former owner of many famous restaurants including The Ivy, Le Caprice and J Sheeky”.



Stephen commented: "This is an outstanding achievement. Although the market is still tough, these results prove that when asking prices are realistic, sales can be achieved through skilful negotiation where the agent is proactive and is attendant to the needs of both seller and buyer. High-profile advertising and targeted marketing are absolute prerequisites in this challenging market place".



"Every sale brings its own set of challenges, and our job is to ensure the seller properly understands what value his business commands in the market. We also provide buyers with every assistance in what can often be a complex transaction. It is vital for purchasers to have professional guidance and advice from specialist solicitors and finance brokers, and to have the confidence necessary to take on a demanding business.

We have an excellent team of professional advisors, and the free training we provide to our purchasers via our award-winning training academy is the perfect preparation for new entrants to the industry".

"Despite the highly challenging national market conditions, these are exciting times at Guy Simmonds. We are currently experiencing a buoyant level of viewings taking place in all areas of the country due to the impressive quality and profitability of the businesses in our portfolio. Acceptable offers are routinely adding to our already excellent 'pipeline' of agreed sales".



“We are finding that our shrewd vendor clients are being pragmatic with their price expectations. Similarly, our savvy cash purchasers realise that they can achieve an excellent return on their investment in addition to benefiting from a family home and village lifestyle. Consequently we usually value a business relating to the actual verified profits generated (not based upon claimed ‘potential’). Purchasers can confidently proceed in the knowledge they can achieve an attractive return on their investment and endeavours. Many of our leasehold opportunities can generate an annual return on investment of 30-100%, while our freehold going-concerns often produce circa 10-20% annual return”.



“We have recently expanded our valuations team in order to intensify our national coverage. We have also developed further training modules for our corporate-funded redundancy re-training programme which provides a constant supply of cash purchasers”.

“We are constantly seeking further profitable businesses in all areas of England and Wales. Our speciality is to help freeholders create a desirable free of tie leasehold business opportunity for which we are then able to find a suitable lessee. It’s encouraging that most landlords are following our advice to be pragmatic in setting rent levels because this is key to forging a sustainable, long-term and mutually beneficial landlord/tenant relationship”.

“The unique experience and expertise Guy Simmonds has in the creation and subsequent management of these highly sought-after free of tie leases comes from my own personal experience in successfully owning and leasing out several licensed businesses over many years. I still derive an additional secure income/pension on this basis, while the lessees enjoy attractive rents combined with huge purchasing discounts available from the free of tie arrangement. We are constantly taking instructions from retiring freehold publicans and private investors who wish to create and sell a free of tie leasehold business opportunity, while retaining the freehold asset for capital growth and annual income.



The Five Mile House in Duntisnourne Abbots.

An excellent example of just 2 desirable free of tie leasehold businesses we are currently offering for sale can be viewed on our website (ref 6919 and ref 6940) - The Five Mile House in the affluent Cotswolds village of Duntisbourne Abbots, Gloucester and The Bell Inn in Avening”.



The Bell in Avening.

“Guy Simmonds is also successfully selling tied leasehold businesses, subject to the caveat that the rents must be reasonable, and that they are correctly priced relating to substantiated profits achieved. It is interesting to note that some Pub Cos are now offering reduced rents and improved lease terms. We are currently involved in offering some appealing and excellent new pub opportunities at very attractive rents - on behalf of a major Pub Co. These offer the lessee the opportunity to achieve high gross profits and a fair financial reward commensurate with the hard work, commitment and investment which are all prerequisites of success”.