



The Agents Feature

Stephen Taylor, Managing Director,
Guy Simmonds

I have been at the 'helm' of Guy Simmonds since 1988, during which time I have come to the conclusion that the main basic business philosophies in life are that you either see your glass as half-full or half-empty, and proven success / profits breed longevity. Some say the pub trade has had its day. It is certainly true that many pubs and agents have found trading conditions extremely challenging. For some, sadly it has all simply been too tough and we believe this will be amplified in 2013.

The most noticeable feature of 2012 was that despite the tough trading climate for pubs, our training course numbers and pub sale completions increased significantly. It is certainly to be welcomed that newcomers to the trade view training as critical in order to maximise their chances of success. It is noticeable that leasehold sales to cash buyers are significantly outnumbering freehold sales. This is partially due to the difficulty of obtaining substantial funding in the present economic climate. Demand in 2013 is already extremely high for profitable tied leases (albeit at realistic rents) and free-of-tie leases which are highly desirable.

For 2013 new entrants still view the trade as an exciting opportunity to change their life and run their own business. We are seeing strong enquiries, and viewings are buoyant. We also have an excellent pipeline of on-going sales due for completion shortly.

Demand for profitable pubs this New Year is extremely high and a good business will realise its true value if the appropriate marketing resources are applied.

