



**GUY SIMMONDS**

**INNOVATION AND EXPANSION**

**Stephen Taylor,**  
**Managing Director,**  
**Guy Simmonds**



The Frog, Bidford-on-Avon, Nr Stratford,  
Warwicks. Asking Price: 69,950 Leasehold  
**Beautiful riverside inn with a 'pragmatic rent'**

**2013 is already proving to be an exceptional year for Guy Simmonds in respect of National Property Sales and Training. View [www.guysimmonds.co.uk](http://www.guysimmonds.co.uk)**

After over 35 successful years, Guy Simmonds are continuing their expansion as leading national business transfer agents by increasing the portfolio of quality businesses being offered for sale/lease on behalf of both private and corporate operators, developing new redundancy corporate training modules and offering a new rent review consultancy service.

### **Quality Portfolio**

Contrary to popular opinion, the tied leasehold market is extremely buoyant at the moment, at Guy Simmonds, due to our valuation and selective criteria. Recent quality instructions include highly profitable tied leases throughout the country, most of which are situated in highly desirable and affluent villages. Many of these are taking in excess of 500k turnover and offer new operators the opportunity to take over a thriving concern at a realistic price, which usually includes the benefit of a renewable lease, together with quality fixtures and fittings and goodwill. These village inns are normally run by private operators and are offered for sale/assignment at realistic asking prices usually relating to the turnover and profits achieved. They offer positive cash flow from the outset for the new lessee, and are sold as going concerns with the benefit of verified accounts. Most have pragmatic rents attached to them, hence the correlated levels of profitability.



**The George Inn, Brixworth, Northants.**  
**Asking price: £74,950 Leasehold.**  
**Thriving historic inn in a picturesque village.**



**The Fleur De Lys, Henley In Arden, Warks.**  
**Asking price: £89,950 Leasehold.**  
**Stunning canalside country inn with moorings**

Guy Simmonds have also recently expanded into consultancy with regards to rent reviews, which complements our core business as national agents and running our own award-winning training. There are still too many over rented pubs, failing or languishing for sale on agents/Pubco websites and the sooner this changes the better for all parties. Rent levels must be set a sustainable level in this highly challenging economic climate, whereby the operator/publican has the genuine opportunity to achieve a fair reward commensurate to his level of investment, commitment and sheer hard work.

The **freehold market** at Guy Simmonds is also much improved over the past couple of years and 2013 is extremely busy with increased viewings, culminating in a 20% increase in offers, compared with the corresponding quarter of last year. Again 'Cash is King' due to the strict parameters of the lending institutions. We are pleased to report that shrewd vendors price expectations are now correlating with those of our savvy cash rich purchasers, and consequently deals throughout the whole price spectrum are taking place, from £200,000 - £1.5m.

### Free-of-Tie Leases

We also specialise in creating new FREE OF TIE leases on behalf of our retiring freehold vendor clients, private and corporate investors. We advise upon setting the rental at a sustainable level, correlating to turnover/profits achieved, substantiated by the verified accounts. We then find a suitable purchaser/lessee for the business, and remain on hand to advise our clients throughout the term. Many of our purchasers are cash buyers and uniquely emanate from our own award-winning training course.



**The Keepers Arms, Trotton, West Sussex. Asking Price: £95,000 Free-of-Tie Lease (also available freehold). Attractive inn in a desirable village.**

### Tenancies



**The Plough, Appleton, Abingdon, Oxfordshire. Estimated ingoings circa £15,000 Desirable inn in an affluent village.**

For those purchasing clients who have limited capital seeking low cost entry/first 'rung of the ladder' into the trade, we are offering the opportunity of taking a traditional tenancy. To this effect we have recently been instructed to offer over 250 tenancies, many of which are offered at low rents and ingoings. The major advantage of these is that this is a cheap cost of entry, with usually no external repair obligations and no long term commitment. The disadvantages include, no verified accounts, no guaranteed cashflow, and no opportunity to sell on/assign the goodwill at a profit at a future date. It could be said that it is 'horses for courses' and 'you pay your money and take your

choice'. We are also instructed as Sole Agents to offer a new exciting brewers concept, which offer an excellent level of support to the lessee and proven successful business model at realistic rental levels.

For full details view our website [www.guysimmonds.co.uk](http://www.guysimmonds.co.uk)

### **FREE VALUATION FOR VENDORS**

**Guy Simmonds is a long standing family company with an excellent reputation offering a highly professional and personal service. Our experienced team of national valuers offer a free valuation in strict confidence. Our only 'charge' for our valuation/initial consultation is a welcome cup of coffee.**

**Telephone 01332 865112 or email [sales@guysimmonds.co.uk](mailto:sales@guysimmonds.co.uk)**