

Our Ref: TJM/lh
27 March 2024

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Mr Zafar Ali
Property Monopoly Ltd
297 Middleton Road
Higher Crumpsal
Manchester
M8 4LY

Dear Zafar,

Marketing Report: Cheers Bar, 281 Middleton Road, Blackley, Greater Manchester, M8 4LY

It was good to hear from you earlier this week when you asked for confirmation of some marketing details in relation to the above property.

I can confirm that Fleurets are the largest firm of Chartered Surveyors who specialise exclusively in the licensed & leisure sector. Consequently, we were instructed by Star Pubs & Bars to sell their freehold interest in the above property, taking it to the market on 5th September 2022 with an asking price of £170,000.

The property was widely marketed, both on our own website and third party websites such as Rightmove and Businessforsale.com. We were also able to target potentially interested parties registered on our database with an email marketing campaign, involving sending information to 8,812 potential buyers of pubs and restaurants in the Greater Manchester area. It was also sent to an additional 877 parties who had previously shown interest in similar properties we had marketed.

In total, 429 of these parties downloaded the sales particulars and of these 25 parties arranged a formal viewing of the property.

The net result of the success of this marketing activity was that we were able to set an offers deadline of 12 noon on Friday 23rd September 2022. The following offers were received as part of this process;

	Date	Offer
a	09.09.22	£155,000
b	21.09.22	£210,000
c	21.09.22	£170,000
d	22.09.22	£164,000
e	22.09.22	£202,000
f	23.09.22	£145,000
g	23.09.22	£220,000
h	23.09.22	£212,000

Your offer was in addition to these offers.



I can confirm that none of the parties who presented offers are known to Fleurets as operators of licensed property. Instead, there are known as parties who will purchase, develop, rent out and then keep the property or trade it as an investment. In short, these parties were property traders and landlords, as opposed to operators.

I trust this provides a suitable summary of the marketing activity during the time the property was on the market with Fleurets.

Yours Sincerely

A very faint, handwritten signature in blue ink, which appears to read 'Tim Martin'. The signature is mostly illegible due to its lightness.

Tim Martin
Divisional Director