

Cherie & Co.

UBER-PRIME REAL ESTATE
CENTRAL LONDON

THE BUYER'S SECOND OPINION

SUBJECT TO CONTRACT, SURVEY & TITLE VERIFICATION

Before You Offer

> What a London property is actually worth — and what it can be bought for.

The selling agent acts for the vendor. Their duty is to achieve the highest price the market will bear, and their fee rises with it. Nobody else in the transaction is paid to tell a buyer the price is too high.

We are instructed by the buyer, for a fixed fee, before the offer goes in. Overpaying is rarely discovered at purchase. It is discovered on resale.

WHAT THE APPRAISAL CONTAINS

01 Comparable sales, each with address, date, asking price, achieved price and price per square foot.

02 What is being achieved per square foot in that street and building type.

03 An inspection: condition, layout, light, outlook, lease, service charge and the works it needs.

04 Planning: what has been consented, what has been refused nearby, what it would cost to realise.

05 Our opinion of value, and where it differs from the asking price we say so.

06 A recommended position: an opening offer, a ceiling, and the terms worth pressing beyond price.

WHAT IT DOES FOR YOU

You negotiate from evidence. The same subscription data the vendor's agent has in front of them.

You don't overpay for the property. The offer is set by evidence, not by the asking price.

A fixed fee agreed in writing and payable upon delivery of the report. No commission, no percentage.

Two working days. Delivered and discussed with you before you offer.

Nobody is told. The report is addressed to you, never shared with the agent or the vendor, and never used in our marketing.

Sometimes the advice is to walk away. We are paid the same either way.

> The cost of the report is rarely the largest number in the discussion.

CONTACT US

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The appraisal is a written opinion of value prepared for the purpose of negotiation, for the instructing client and the transaction in question. It is not a formal RICS valuation, a structural survey or a legal report, and it is not a substitute for advice from your solicitor or surveyor. Terms of engagement are provided before any work begins. UK anti-money-laundering regulations require us to verify the identity and source of funds of the instructing client before work begins.