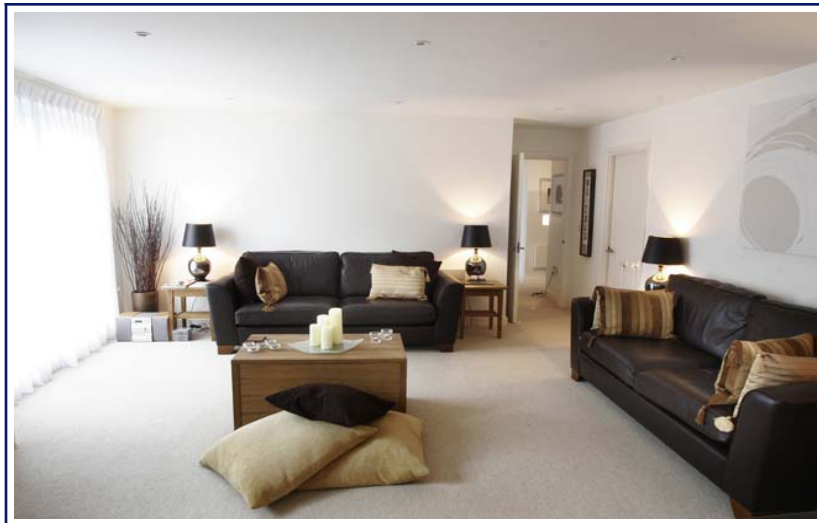


Property Report

Prepared for Mr Mrs Samuel

Flat 55
4 Chapter Way
London
SW19 2RZ

A stunning 2 bedroom
apartment on the top
floor of this award
winning development



An Independent Property Report
Prepared By: **Mark Bainbridge**
Monday 27 July 2009

SAMUEL ESTATES[®]

Residential Lettings & Sales

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Residential Lettings & Sales

Introduction

An accurate valuation is the key to a successful sale

Every homeowner wonders from time to time how much their property might be worth - and what they could sell it for if they put it on the market. But when they reach the stage of actually signing on the dotted line with an estate agent, they need to be 100 per cent certain that the valuation is genuine and accurate.

Estate Agency in the UK is still an unregulated industry - in fact anyone can become an estate agent, visit your home and place a value on your property, and sellers are right to be cautious.

Sometimes values are incorrect because an agent is simply not experienced enough. Sadly, in other cases, agents will price low in order to sell quickly, or try to win your custom by inflating the value, giving you false hope of achieving a higher price.

But just as you won't want to be out of pocket if your house is under-valued, it is also vital that it isn't over-valued. In this situation, your property could simply sit on the market for months - becoming stale and also prevent you from making your move.

You may also think you have a good idea of what your own home is worth - but again beware! Your ideas could be exaggerated by local rumour or be influenced by less than reliable sources such as newspaper adverts or property portal "for sale" listings. The prices achieved on the sale of a property can be well below the initial asking price.

This report provided by Hometrack - the definitive source of UK housing data and information - is based on factual data ensuring your valuation is accurate.

Your personal Hometrack report includes:

- analysis of the local post code area,
- mix of housing stock details
- average prices for different property types
- price trends
- indicators of market activity
- demand trends
- H M Land Registry historic sales data

Your report also lists comparable properties that have recently been sold in your neighbourhood; it gives the actual address, distance from your property and an up-to-date sale price assessment for each one.

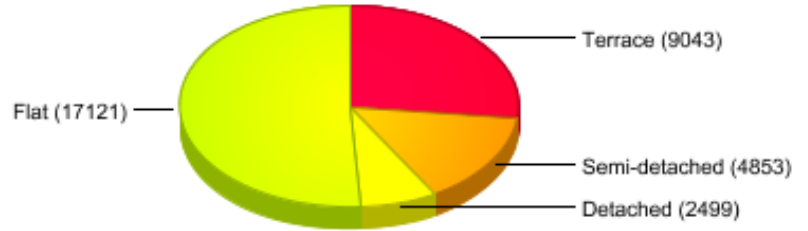
In a typical urban or suburban area, a *Hometrack* report can refer to 25 or more local "comparables" with the same bedroom count, similar numbers of reception rooms and of the same type and style. Most importantly of all, the figures are all based on actual achieved sale prices on properties that have recently sold rather than asking prices.

Our aim is to achieve the best possible result for you and that starts with giving accurate, verifiable price advice.

Residential Stock in SW19

Property Types

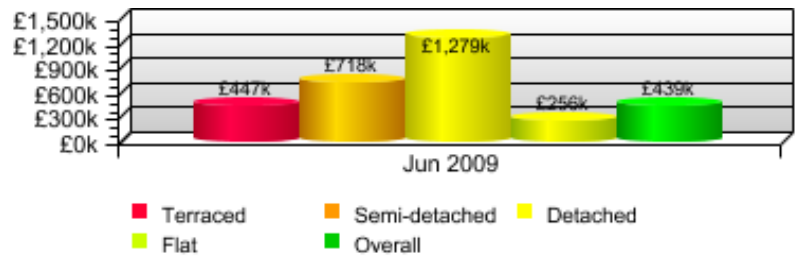
The split of property types in your postcode based on census data. The make up of property stock within your postcode district is not static. However, changes are infrequent being dependent upon publication of Census data.



Average Prices in SW19

Average Prices

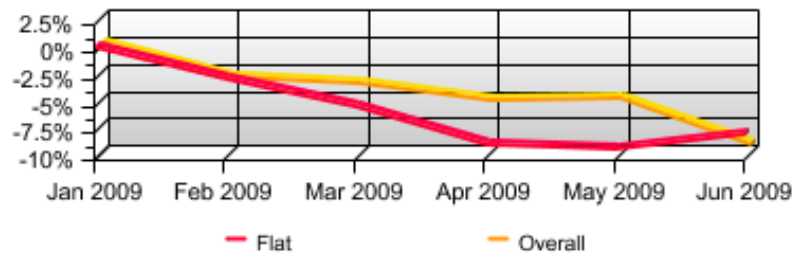
The average value of each property type, in your postcode district, as well as the average price of all properties in this postcode. If you seek a specific value that is above the average the marketing of your property will need to highlight the positive features of the home that make the property "unique".



Price Trends in SW19

Price Trends

The percentage change in average prices for the postcode. In areas where property sales of a house type are very low a figure may not be quoted as this figure may not be a true reflection of the market.



Agents' sentiment for SW19

Estate agents' Monthly Sentiment

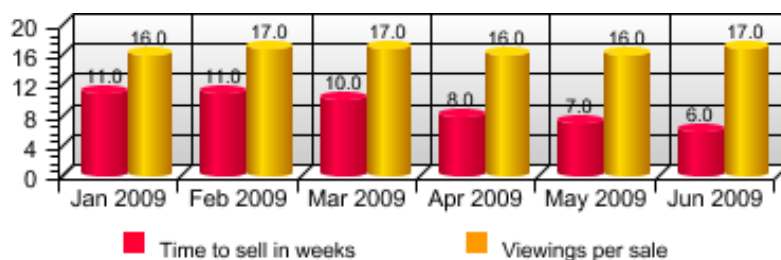
This compass gives a snapshot of how the market is performing in this postcode at the present time. This is reassessed every month and provides a good indicator as to how local estate agents are seeing the market.



Market Activity in SW19

Time to Sell

This is an analysis of how long, on average, it takes to get an offer accepted from when the property was first put on the market in your postcode district; the less time it takes to get an offer, the more buoyant the market. Time in addition to this should be allowed for the sale to go through, e.g. surveys, mortgage offer, exchange of contracts, etc.



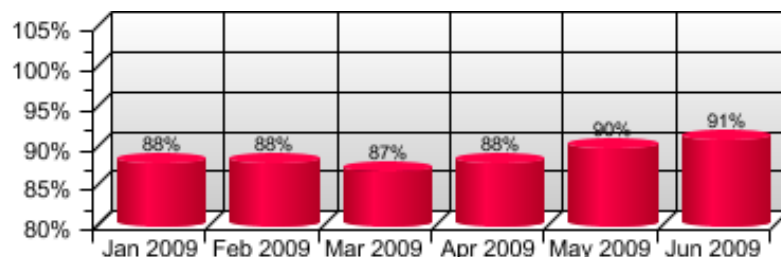
Viewings per Sale

This data gives an indication of the average number of viewings before an offer is made in SW19.

Price Achieved as a Percentage of the Asking price, in SW19

Sales to Asking Price

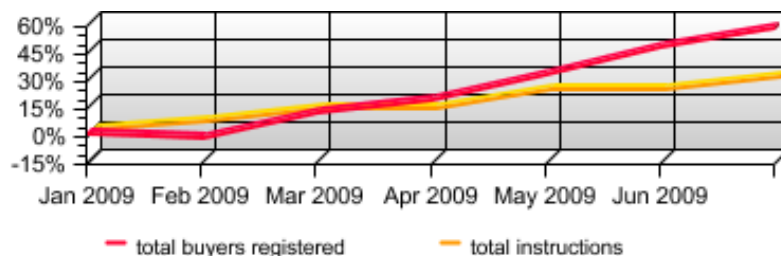
Changes in the ratio between achieved and asking prices are an early indicator of market shifts. In a strong market this percentage is close to 100%, in a weaker market it drops to below 95%.



Market Demand in SW19

Buyers & Sellers

The monthly percentage change in number of new buyers registering and the change in properties available in your postcode district over recent months. Changes in the number of new buyers can be seen as a leading indicator of future market activity for the area. Change in the ratio of new buyers to new properties can have an impact on the overall market in your area.

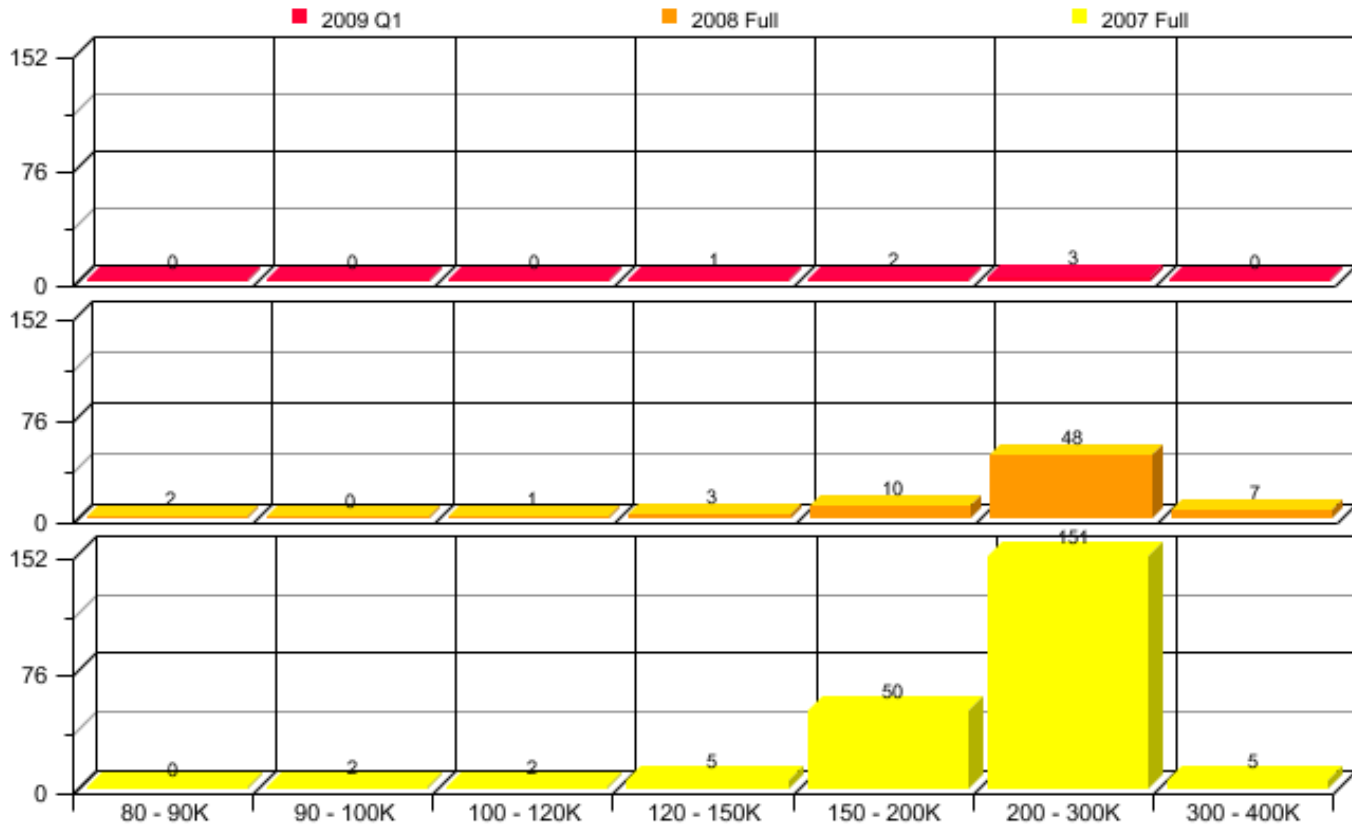


Residential Stock in SW19 2

HM Land Registry

Historic sales data from the HM Land Registry illustrates the local price band activity for your property type within your Postcode Sector e.g. SW19 2.

Although HM Land Registry data is precise for those property sales recorded it may not be fully representative of your market. Each property sale has to be registered with HM Land Registry within 6 months of completion. HM Land Registry applies no weighting or adjustment to the information collected. The published data provides simple averages. HM Land Registry also states that not all properties are registered within a postcode sector.



	2009 Q1	2008 Full	2007 Full
Property Count	6	71	215
Average Price	198916	226259	224633

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Comparables

The comparable properties shown here have been selected based on recent sales, valuations, and properties on the market in your area.

The table provides summary details:

- location
- distance from the selected property
- the historic price of the property
- the status of the historic price (e.g. "valued", "sold")
- the date at which the price was applicable
- **PLEASE NOTE:** Property details such as Floor Area, Reception Rooms etc are provided by a third party and have not been verified by Hometrack. Therefore Hometrack accept no responsibility for errors in this data.



5 comparables selected for the property

Address	Dist.	Sq Ft	£ per Sq Ft	Status	Price	Date	Notes
Flat / Maisonette CHAPTER WAY LONDON SW19 2RZ 1	4m	N/A	N/A	Sold (HMLR Data)	£330K	03/11/06	Year Built: N/A Tenure: Leasehold New Build: No
			N/A	Current Value	£322K	01/06/09	
Purpose Built Flat / Maisonette FLAT 37 6 CHAPTER WAY LONDON SW19 2RX 2	39m	N/A	N/A	Mortgage Valuation	£350K	31/10/08	Year Built: N/A Tenure: Leasehold New Build: No
			N/A	Current Value	£321K	01/06/09	
Flat / Maisonette CHAPTER WAY LONDON SW19 2RY 3	62m	N/A	N/A	Sold (HMLR Data)	£350K	04/09/08	Year Built: N/A Tenure: Leasehold New Build: No
			N/A	Current Value	£312K	01/06/09	
Flat / Maisonette FLAT 28 BENNETS COURTYARD WATERMILL WAY LONDON SW19 2RW 4	134m	N/A	N/A	Mortgage Valuation	£330K	13/04/07	Year Built: 2004 Tenure: Leasehold New Build: No
			N/A	Current Value	£303K	01/06/09	

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Comparables continued...

5 comparables selected for the property

Address	Dist.	Sq Ft	£ per Sq Ft	Status	Price	Date	Notes
Flat / Maisonette BRANGWYN CRESCENT LONDON SW19 2UB 5	377m	N/A	N/A	Sold (HMLR Data)	£310K	29/09/06	Year Built: N/A Tenure: Leasehold New Build: No
			N/A	Current Value	£309K	01/06/09	

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Residential Lettings & Sales

Company profile

An award-winning service dedicated to finding the right buyer

Our team will always go that extra mile to give you a successful sale. We are proud to set the highest standards and serve you with absolute integrity and commitment.

In 2008, we won the West Focus Enterprising Business Award (EBA) in recognition of the value we bring to our clients. Samuel Estates is the first property management company to receive this award and it confirms our rapidly growing reputation for outstanding service.

All of our team are qualified members (or training towards membership) of the NAEA (National Association of Estate Agents) which is your further assurance of professional knowledge and experience.



Samuel Estates are members of the Ombudsman for Estate Agents (OEA) and registered with the OEA under the Office of Fair Trading (OFT) Approved Estate Agents Redress Scheme. Firms who are members follow the OEA Code of Practice for Residential Sales, which has been approved by the OFT under the Consumer Codes Approval Scheme.

Photography and floor plans are professionally commissioned to give the clearest representation of each property. To ensure you get quality potential buyers through the door we use leading online and email marketing backed by local advertising to reach the widest possible audience.

We are members of all the major property portals including: Rightmove Propertyfinder Primelocation and Findaproperty



To make your move a more comfortable experience, we keep you right up to date at all times and will be on your side and acting in your best interests all the way to completion.



Nicholas Samuel – Managing Director

Nick is the Director of the business and comes from a strong property background, starting off in 1988 working for Bristol & West Estate Agents. He moved into property development in Devon before coming to London in 1995 to take on senior commercial management and contract negotiation roles. He launched Samuel Estates in 2001. Nick has a wealth of knowledge, is highly motivated, keen to learn and never complacent when it comes to change. Nick has been instrumental in Samuel Estates' rise from property development to private portfolio management and the opening of their first public office at Abbey Mills SW19. Samuel Estates operates primarily in South West London and specialises in the Abbey Mills development. Our lettings division has grown at an incredible rate and now covers in excess of 175 properties all over Greater London. We are proud to be a fully licensed and regulated member of ARLA (Association of Residential Letting Agents). Today, Nick is delighted to work with a dedicated and committed team of talented individuals and says "We have superb clients which makes me even more determined to maintain an exceptional personal and professional service as the business expands."



Paul Ahearn – Business Development Manager

After studying at Falcon College in Zimbabwe, Paul's business career began with audit & accountancy at Ernst & Young in Bulawayo. After completing his articles, Paul moved to the UK and joined the advertising industry at Bartle Bogle Hegarty in central London. Business contacts start in all sorts of ways and Paul actually rented through Samuel Estates before buying his first property. A year later with the company expanding, Paul was offered the opportunity to join and help run the business. Today, Paul has helped make the office hugely successful through his assistance on sales and expert handling of business development.



Mark Bainbridge – Sales Negotiator

Following training in accounts and business studies, Mark began work at the Business Design Centre before joining Samuel Estates in a financial role. However, working at Samuel Estates inspired him to move to sales and he thoroughly enjoys the relationship we share with our clients, tenants, and the local community. Mark is fully committed to providing a good knowledge to the industry as well as exemplary customer service and is busy studying for Technical Awards in both sales and lettings.



Frikkie Buitendag – Property Manager

Before moving to the UK in 2003, Frikkie worked in the Hotel & Hospitality industry in South Africa. Once here, he started out by managing his friends' properties whilst they were overseas and then took a role as Facilities Manager for a large city company. Frikkie joined Samuel Estates in the summer of 2007 as a property manager. Frikkie loves the varied job that his role offers him, meeting new people and not being tied to a desk all day. Frikkie's enthusiasm and positive attitude is always enjoyed by clients, tenants and the rest of the team.



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Residential Lettings & Sales

About The Data

This report provides you with an in-depth analysis of price trends in your area. The report is based upon information provided by Hometrack, the only independent property research and database company in the UK.

The report contains independent, up-to-date information that gives a clear picture of price trends for each type of property in your area. The report also gives information on how many viewings each type of property will typically get before it sells, how quickly properties are selling in the area and how many local buyers and sellers are entering the market at that time.

Conflicting reports about whether national and regional house prices are going up or down are creating confusion and uncertainty amongst home owners and making the choice of whether to buy, sell or rent property even more difficult than it needs to be. By offering this report we hope to remove some of this confusion, let you know what is really going on in your area and give you enough information to make an informed choice.

As a House Price Index Contributor for Hometrack we are licensed to use the latest available data collected from authorised agents up and down the country. According to Hometrack House Price Index Contributors are amongst the top 30% in the UK, as assessed by a team of mystery shoppers. The mystery shopping approach encourages House Price Index Contributors to strive to maintain the highest standards within the industry. In the assessment, we were judged against various standards of service that included: quality of customer care, our depth of local market knowledge, how we market properties and how we advertise them in print and on the web.

In choosing a Hometrack House Price Index Contributor we believe you will get more informed and better-qualified advice and you will be presented with personalised reports on the market place and the property being bought or sold. This is designed to provide you with a more secure and less stressful way of buying or selling your home. Further details are available at www.hometrack.co.uk.

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