

Anniversary Edition



Property specialists celebrate 95 years as leading independent estate agent in Surrey

Clarke Gammon Wellers, one of Surrey's longest-established and most respected estate agents, celebrates its 95th anniversary this year, having served the local community since 1919.

What started as a small two-man partnership run from a small office at the bottom of Guildford High Street just after the end of the First World War, has flourished into a network of five branches across Surrey, Hampshire, Sussex and London, specialising in all aspects of property including residential sales and lettings, surveying, property management, land and new homes, and auctions.

The company – now one of the only estate agencies in Surrey with its own professional surveying practice - was founded by auctioneer and estate agent Sidney Clarke and surveyor Frank Gammon when the pair

joined forces and used their combined talents to create an estate agency, which soon became known for its trademark 'professional yet personal' service.

Today that same ethos remains at the heart of the business, which has grown considerably over the years, merging with agricultural and equestrian property, farm management and rural practice specialist Wellers in 2003 (to become Clarke Gammon Wellers) and also with leading auctioneers Ewbank's in 2009.

There are now four offices spread across Surrey and Hampshire in Guildford, Haslemere, Shere and Liphook, as well as an office in London's Mayfair. Clarke Gammon Wellers is also one of the very few estate agents with its own dedicated auction division, which handles the sale of both property and indeed chattels.

Tony Jamieson, senior partner at Clarke Gammon Wellers, comments: "To celebrate 95 years as a successful estate agency is a great achievement and something we are really proud of. We've managed to not only survive the many ups and downs the property market has seen over the years and remain wholly independent and avoided being bought out by big financial service companies, we have also expanded quite considerably during that time. It is testament to the hard work and commitment of our staff that clients continue to return to us for all their property needs." For further information on buying or selling property with Clarke Gammon Wellers, please contact the Guildford office on 01483 880900, alternatively visit the website: www.clarkegammon.co.uk

Our Services

Established in 1919, we are one of the few agents in West Surrey that is professionally qualified to handle every aspect of property.

Whether it's selling your home, buying a new one, renting or tenant finding, our friendly, knowledgeable and experienced staff provide both expert advice and attentive service. Our property management for landlords, auctions, survey and professional departments ensures that however complex, we have the expertise you need. Our in house marketing, land and new homes department provide comprehensive advice and sales support to landowners, institutions and housebuilders whether it's for a one off house or a large development.

Our departments include:

- Experienced Sales and Lettings teams across 5 offices
- Dedicated Land and New Homes department
- Property Auction specialists
- Rural and Agricultural specialists
- Estate and Block management department
- Survey and Professional department
- Commercial property specialists
- Fine Art and Antiques Auction Rooms

GUILDFORD OFFICE 01483 880900

SHERE OFFICE 01483 202016

HASLEMERE OFFICE 01428 664800

LIPHOOK OFFICE 01428 728900

MAYFAIR OFFICE 020 7467 5330

Latest Recruits

2013 saw a number of new additions to the firm, adding to our ever-growing experience within the property industry. Below is a snapshot of our newest members of the team



**Steve Grant, New Homes Director
Guildford office**

Steve's main area of expertise has been providing new homes consultancy and marketing advice in the Surrey, East Hants and West Sussex region and brings over 25 years of residential agency experience to the firm.



**Nick Freeth, New Homes Consultant,
Haslemere office**

For over 30 years, Nick has been involved in all areas of Estate Agency, from residential sales, land and new homes, lettings, auctions and financial services. For over 15 years he was Sales Director, and then Managing Director for one of the most successful property groups in Hampshire and W. Sussex.



**Ken Ford AssocRICS MIRPM, Head of
Property Management, Guildford Office**

Ken joined the firm in early 2013 to head up the residential block, estate and property management department. Ken has a background in the construction industry and trained in residential management with a Surrey based Chartered Surveyor partnership in early 2000.



**Michael Bray MRICS IRRV, Consultant,
Shere office.**

A qualified Chartered Surveyor and Registered Valuer, Michael has worked in the property industry for over 25 years. Experienced with Private Clients, farming community/land owners as well as Corporate Clients through his own ongoing Practice means he has a wealth of knowledge to draw upon.



**Samuel Gordon, Graduate Surveyor,
Land & Planning, Guildford office**

Samuel joined the Land and Planning department having read Land & Estate Management at Harper Adams University. Having previously worked for a national property consultancy he has a wide spectrum of knowledge in residential, agricultural and commercial interests



**Angela Lansley, Sales Administrator,
Liphook Office**

A recent addition, Angela provides administrative support to the sales team. Angela brings huge experience in customer service and administration having worked for British Airways and more recently Bohunt School in Liphook.



**Felicity Bell, Secretary,
Guildford office**

Having recently joined Clarke Gammon Wellers, Felicity provides administrative support to the sales team. Felicity comes from a background in customer services and administration but started out with a love for performing eventually going to Guildford School of Acting.

Additionally.....

Anita Smith , Weekend Sales Assistant – Liphook office

Donna Hurd , Weekend Sales Assistant – Liphook office

Tania Whatley, Weekend Sales Assistant – Guildford office



What's your house now worth?

Thinking of moving in 2014?

CLARKE  GAMMON
WELLERS

Ask your local agent, Clarke Gammon Wellers, for a **FREE** market valuation. We can tell you what your house is worth in the current market.

When we are selling property, we achieve the best price possible by knowing how to encourage the maximum competition. This could mean selling your home by private treaty, auction, informal tender or sealed bids. You will always receive our professional and personalised 'no sale, no fee' service.

What makes us different? The combination of our extensive local knowledge, professional, efficient and friendly staff is complemented by high quality, high profile marketing campaigns and above all a general approach and attitude to work that leaves no stone unturned!

2014 set to be a good year as buyer confidence returns to the property market

Clarke Gammon Wellers, one of the leading independent estate agents in Surrey, is looking forward to continued success in 2014 as increasing confidence returns to the property market.

Senior Partner Tony Jamieson comments: "The climate has changed considerably in the last six months and there has been a lot of changes in the market. The start of 2013 was somewhat tainted with uncertainty due to a lack of available mortgage finance; problems with new homes achieving planning consent and prices remaining fairly stable.

"However, the final quarter of the year saw a renewed confidence in the market. Reportedly average house prices across the country have increased by £11,000 during the course of the year – but by even more so in the South East commuter belt. There are many more mortgage products available, helping First Time Buyers to get on the housing ladder, creating a snowball effect within the market.

"I believe the start of 2014 will be similar to the end of 2013 in that there will still be a shortage of stock in the property market in this area and, as a result, prices will again be forced upwards.

"The introduction of the Government 'Help To Buy' scheme and new 95% mortgage products has meant those people who have been in rented accommodation for a long period are now keen to get back onto the property ladder and because of the shortage of stock, they are often having to fight against one another to secure a property, as competition is leading to sealed bids and gazumping returning to the market place.

"The buying power of those moving from London to the favoured commuter belts of counties like Surrey will only add to the housing shortage. They have seen prices rise exponentially in London, enabling them to buy either mortgage free or a much larger home in which to grow a family. International buyers,



Toby Jamieson, Senior Partner



who will have historically bought in London are also now venturing further afield to get more for their money, so it is more important than ever that local buyers act quickly.

"Thankfully we have seen more planning applications being made and indeed more being granted, resulting in new housing being built, such as Chantry Quarry, an exclusive development of just 15 exceptional bespoke houses set in a former chalk quarry within 500m of the town centre in Guildford.

"Despite the upturn there is still a need for realistic pricing, especially in areas where there is any form of blight, such as traffic noise, lack of parking or flood risk. Overall I do think that 2014 will be a good year for the property market with prices on the increase and more new homes being built, for which I believe there will be a huge demand."

For further information on buying or selling property with Clarke Gammon Wellers, please contact the Guildford office on 01483 880900, alternatively visit the website: www.clarkegammon.co.uk



Contact us on 01483 750575
enquiries@oakhillifs.com

The Oakhill brand was originally started by Alberto in 1994 and then in November 2006 Dominic, Alberto and Carmine merged to create a small family run business and combine individual knowledge to ensure client care from application to completion and beyond.

Oakhill Independent Financial Services Limited strive to provide you with a first class professional service and hope to continue to be of service to you for many years to come. We are fully committed to the FCA initiative to Treating Customers Fairly.

We offer a range of products and services to suit everyone. These include arranging your mortgage to helping you to protect your family and plan for the future.

Virtually all new clients are as a result of a recommendation from existing satisfied clients and professional contacts.

Selling at Auction

Clarke Gammon Wellers have been involved in the sale of property by auction for over 50 years and now regularly carry out several auctions a year, the next one being scheduled for the Wednesday 2nd April 2014

Of course there are advantages and disadvantages of selling by auction and there are certain types of property that are particularly well suited to being sold through the auction process. The best and most common types of property include repossessed homes that require an immediate sale to meet the former owners debts; unique or individual properties that are difficult to value; properties that are in need of extensive modernisation and improvement; development opportunities; investment properties; mixed use properties; and properties for whichever reason may be un-mortgageable or difficult to raise finance upon.

One of the biggest advantages of a property auction is the potential to create a bidding war. If two or more parties decide that they are desperately keen to buy a particular property they may get caught up in a spiraling price war which could see the property achieve a much higher price than expected. This is carried out with full clarity and therefore should appeal to Executors, Trustees, or Charities, so as to ensure the best price possible is achieved on the day and is all done above board and discharges their obligations. Unlike the sealed bid scenario where prospective purchasers are unaware of what other bids may be, the auction process is far simpler and straight forward.

The other great advantage of a sale by auction is that in general terms it is much quicker than a sale by private treaty. The bulk of the work is carried out before the auction on the basis that if the property reaches its reserve price in the room then exchange of contracts happens the moment the gavel is dropped and a 10% deposit is paid across to the vendor with completion normally taking place 28 days later.

There are however some disadvantages to selling at auction as it does sometimes limit the number of purchasers who may be able to bid in the room if they haven't been able to secure the necessary funding or are not able to purchase owing to the fact that they are dependent upon the sale of their own property. There are also some people who just do not want to buy at auction owing to the fear that "they may get carried away"!

However, where there is a need for a sale or a wish by the vendor to ensure that their duties have been performed and the best possible price is achieved on a given day, then sale by auction is undoubtedly the best route to take.

The fixing of the reserve price, which is normally done between the auctioneer and vendor in the last few days of marketing prior to the auction, will determine whether the property is likely to be sold or not, as an unrealistic reserve will mean that the bidding may not reach the potential sale price, and as a result the efforts are wasted.

It is therefore very important that you listen

carefully to the advice given to you by the auctioneer in setting the reserve price so as to ensure that you have the best possible chance of selling on the day.

With regard to selecting an auctioneer it is important to choose somebody who has experience and is professionally qualified, and who knows the local area as they will be able to set the right auction price guide at the outset of marketing and ensure that the property is offered to as wide a sphere of potential purchasers, both locally and nationally as possible.

NEXT AUCTION: Wednesday 2nd April Entries now being taken

Please give us a call if you want to submit your property to be auctioned or you think it may be suitable for auction.

We hold regular auctions throughout the year. If you have property that you are thinking of selling at auction or believe that auction might be a possible sales route and would like some further advice, or you would like more details of upcoming sales, please call our property auctioneer Tony Jamieson on (01483) 880905 for a confidential discussion, or email him at: tony.jamieson@clarkegammon.co.uk



New Homes success for 2013 and looking forward to 2014

2013 has been an outstanding year for Clarke Gammon Wellers New Homes division.

Many sales have been notable for the speed of the transaction from launch to completion. There has been a strong demand in all sectors of the market from first time buyer through to bespoke country homes. During the year Clarke Gammon Wellers have successfully acted for:

- Aspen Homes
- Bellway Homes
- Bewley Homes
- Cove Homes
- Grant Homes
- Kirkby Homes
- Latchmere Properties
- Linden Homes
- Martin Grant Homes
- Oakford Homes
- The Strathmoor Group
- The William Lacey Group

.....to name but a few.

Currently, and looking forward to 2014, there are a number of developments available or to be released early in the New Year. Among these is the prestigious Chantry Quarry development of 15 spacious and light filled four bedroom homes ascending from a quarry floor in a private tree lined setting. Integral garage, stunning roof gardens and sun room, balconies, terraces, lift and leisure room, are just some of the outstanding features. All within a few minutes walk of central Guildford. Phase 1 has now all sold with phase 2 due for launch in Spring 2014.

We recently enjoyed stunning sales success at Kings Mews in Shalford, where all units were sold or reserved within 8 weeks from date of launch in late October 2013.

Other developments of note include Phase 2 of Tawny Croft, following the successful sale of Phase 1. This is a small development of just seven four and five bedroom detached houses on the edge of Liss village. Trendalls Place, Haslemere, which will be offering two and three bedroom homes following on from the very successful Middlemarch Mews which was launched by Kirkby Homes in the second half of 2013 and Russell's Mews, Woking for the William Lacey Group.

There are further exciting developments planned in the Liphook, Haslemere and Guildford areas, ranging from prestigious country houses to family orientated homes. For details of all the above, and for current availability updates, please contact our New Homes department on 01428 664800.

LOCAL GLOBAL

FOCUS

REACH

LOCAL FOCUS

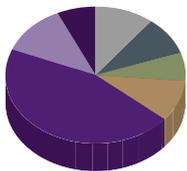
When you need the best local advice ask a local. Our local specialists are among the best in the business.

NATIONAL NETWORK

All the best local expertise from across the UK brought together in one major network to create the best informed and most far-reaching group to help you sell or buy your next property.

LONDON BASED

London is an important centre for national and international property activity, for the national media and of national influence. Our talented media and marketing team is based in the heart of the West End.



Office Numbers Comparison |

- Chesterton Humberts
- Hamptons
- Jackson Stoppes
- Knight Frank
- Mayfair Group
- Savills
- Strutt & Parker



GLOBAL REACH

With over 150 overseas offices and a powerful international website www.mayfairinternationalrealty.com. We leave no stone unturned in making sure we find the right buyer or property.

CLARKE GAMMON WELLERS



Clarke Gammon Wellers will have a presence at the following events in 2014

- Property Auctions: 2nd April and Autumn
- West Country Property Exhibition - Spring, date to be confirmed
- Point to Point Races, Peperharow - 3rd May
- Charity Golf Day and Auction at Foxhills - 13th May
- LIDBA Bike Race, Liphook - 8th June
- Deers Hut Classic Car Day - 15th June
- Liphook village Summer Fun Day - June
- Haslemere Beer Festival - 5th & 6th September
- Country Fair and Ploughing Match - 28th September
- Surrey Clubs for Young People, Charity Golf Day and Auction at Farnham - 6th October
- Liphook Carnival - 25th October
- Charity Xmas Ball and Auction at Wentworth - 6th December