

# FARMER & DYER

## RESIDENTIAL SALES & LETTINGS

## BULLETIN

Autumn 2011

### GOLF & BOWLS

Every year we are happy to get involved and lend our support together with a donation to local events.

During August, we entered a team and sponsored the 'nearest the pin' on the 11<sup>th</sup> hole at Reading Golf Club Charity Day and then we held our annual summer evening at the Island Bohemian Bowls Club with guests from Caversham Solicitors & Setfords Solicitors.

Both events were a great success and were enjoyed by all involved.



#### Golf Day:

The F&D Foursome ready to swing into action.

#### Bowls Evening:

Weighing up our chances on Frys Island in the middle of the Thames.



### Reporting on the market

The latest RICS UK housing market survey for September headlined with:

- House prices decline
- Negative price expectations
- Activity remains broadly flat

The most common surveyor's comments reasoned that overpricing, buyers being selective, poor confidence, low levels of supply & demand and reduced mortgage availability were restricting the market.

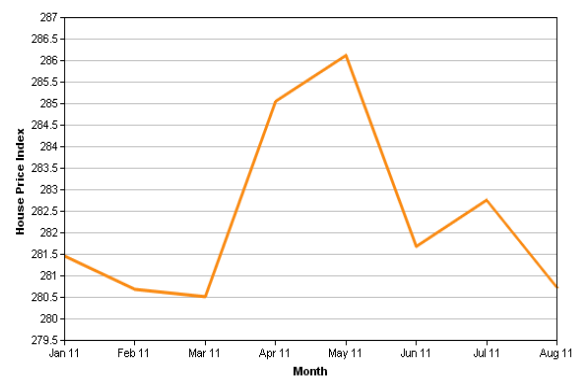
London still continues as the only region in the country recording rising prices.

The Rightmove House Price Index is equally unequivocal with the property market stating:

- Unsold stock per agency still high
- No buyer urgency
- New sellers down 10% on Sept 2010

First time buyers should act now to purchase as the stamp duty relief expires on 25<sup>th</sup> March 2012.

House Price Index - Reading Council



Land Registry Data  
Average House Price for Reading over 2011

## RIGHTMOVE FOR FARMER & DYER

During the summer months of 2011 we have stepped up our internet advertising with Rightmove and now have become one of the few estate agents to add banner advertising on their main search pages for lettings & sales covering searches for 'Caversham' and the 'RG4 & RG1' post codes.

Tom Dyer added 'With more and more enquiries coming through the various internet media it made sense to up our marketing quota in this area and where better than to start with Rightmove'.



**FARMER & DYER**  
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*"A quality service for the seasoned or first time landlord"*

[www.farmeranddyer.com](http://www.farmeranddyer.com) 0118 9461800

### News Update.....

#### FIELD VIEW PHASE I ALL SOLD

All six of the first phase at Field View have now been sold. Phase II, which includes a selection of 1 bedroom flats, 2, 3 & 4 bedroom townhouses are due to be launched early 2012.

For more information and release dates please contact Damian Farmer on 0118 9461800.



Field View, Derby Road



Lyefield Place, Kidmore End Road

#### BEECHCROFT RETIREMENT

Farmer & Dyer have been instructed on the last three remaining properties by Beechcroft at their exclusive retirement development at Lyefield Place. Located along the Kidmore End Road, Emmer Green two houses have been subsequently sold and the last available property is a 3 bedroom split level apartment which comes with its own balcony off the master bedroom and a useful lift access.

**Price £499,950**

### NEW ESTATE AGENTS GUIDELINES 2011

**In August this year new guidelines from the The Property Ombudsman (TPO) have been issued to all estate agents in respect of sole & multiple agency contracts.**

Farmer & Dyer were happy to immediately embrace these new measures that included:

- ✚ Clearer understanding on the timeframe for the right to claim a commission after introducing a buyer.
- ✚ Involvement of sub agents.
- ✚ The Notice of Right to Cancel.
- ✚ The reduction of 'jargon'

Damian Farmer commented 'it's all about being more transparent and clearer with our vendors.

Anything that improves our service is a welcome addition'.

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