

FARMER & DYER

RESIDENTIAL SALES & LETTINGS

BULLETIN

Summer 2011

Fantastic New Web Launch

In these fast paced times, the internet has most definitely become the desired tool for house hunting. The speed and ability that allows the user to access property details and relevant information has placed this media outlet as the primary source

So moving with the times, we have spent the early part of this year researching and redesigning our website in order to provide better functionality and usability and in doing so,



We have made it visually attractive and have incorporated a host of helpful tabs and quick links whilst offering a simple search tool on each page for practicality for users solely wanting to quickly search for properties.

The new website was launched, with the help of Big Bark Creative, at the start of June and we are already delighted by response it has received.

LONDON TO BRIGHTON

One of the team at F&D, Megan Eighteen, successfully completed the London to Brighton bike ride on 19th June. Taking the small matter of 8 hours to complete the 54 mile ride.....pew!!

Damian Farmer added 'We are all very proud of Megan's determination, preparation and achievement'. In the process Megan raised over £1000 for the British Heart Foundation.



FRIENDS OF CAVERSHAM COURT

The transformation of Caversham Court in recent years has been immense thanks to lottery funding and hard work. The 'friends' ensure smooth maintenance and organisation of the gardens and Farmer & Dyer are proud to help sponsor the AGM. Treasurer, Philip Darlow, added 'we are appreciative of the support provided by Farmer & Dyer over the last two years'.

twitter

Follow us on twitter for all the latest news on new instructions, sales & lets, local info, comment and more.

For a more informed choice... See what our customers say

referenceline

Visit www.referenceline.com/14486 and see what our clients really think about us.

The 'doom & gloom' NEWS IN BRIEF:

- * Rightmove anticipate asking prices falling by up to 7% in the second half of 2011
- * Hometrack revealed that nationally the volume of house sales were up 10% but house prices were down 4% over the year.
- * Land Registry reported for Reading that the April average sale price was £194,589 against the national average of £163,083
- * The Nationwide building society report price levels increasing by 0.3% although year on year down by 1.3%
- * The hoped-for spring bounce in the housing market failed to occur during May, as fears over the economy and lack of mortgage finance continued to depress activity levels, says the May 2011 RICS UK Housing Market survey.
- * However - the good news is that we are still selling & letting although realistic pricing remains the key.

FIRST CLASS APPOINTMENT

We are doubly delighted to announce our appointment to sell 4 brand new contemporary homes located along Derby Road, Caversham along with 6 existing properties that have been under long term rentals. For more details please contact us on 0118 9461800



Derby Road – Prices start at £499,950



Field View – A selection of 2, 3 & 4 bedroom homes ranging between £224,950 - £315,950

GOING BACK IN TIME

Here's something you don't see everyday....copies of two original adverts that were used for the new estates that were to become Brooklyn Drive in Emmer Green & Mayfield Drive in Caversham.

Fast forward 75 years from the advert and currently available is this superb home in Brooklyn Drive with direct views on the golf course.

Price £895,000



The Links Estate

Value bitberto unheard of

PRICE FREEHOLD
£950

EXCEPTIONAL PURCHASE FACILITIES

R.J. HADDOCK

(Established 1908)

RYMER GREEN, READING. PHONE 72368



Fast forward again 75 years from the advert and currently available with Farmer & Dyer is the 1930's semi detached requiring some updating.

Price £235,000

The ORCHARD ESTATE
HENLEY ROAD,
Caversham

FOUR OTHER TYPES

THIS well-planned Estate is on high ground overlooking the Thames Valley. There are Five Types of Houses, all of which are well planned and brick built. Three bedrooms, two living rooms (except Type "D", which has one very large living room), kitchen, bathroom and w.c. Ample room for garage and large garden. Gas, Electricity, Water and Main Drainage. There are No Road Charges, Legal Charges or other extras.

ESTATE OFFICE
Open 7 days a week.

One Minute from Bus Terminus
One Mile from Railway Stations

Take the "Lancaster" Corporation Bus from the Town and alight at the Terminus

Deposit £25 and weekly repayments of **12/9**

Price Freehold £470

STRUCTURAL CONTRACTORS, LTD.
36, Victoria Street, Westminster, S.W.1.

The house illustrated above has two large bedrooms and one smaller bedroom, very large living room, 10' 6" by 17' 2" kitchen, tiled bathroom, etc. Note the exceptionally large bay window which lets in so much extra sunshine, also the open surroundings.