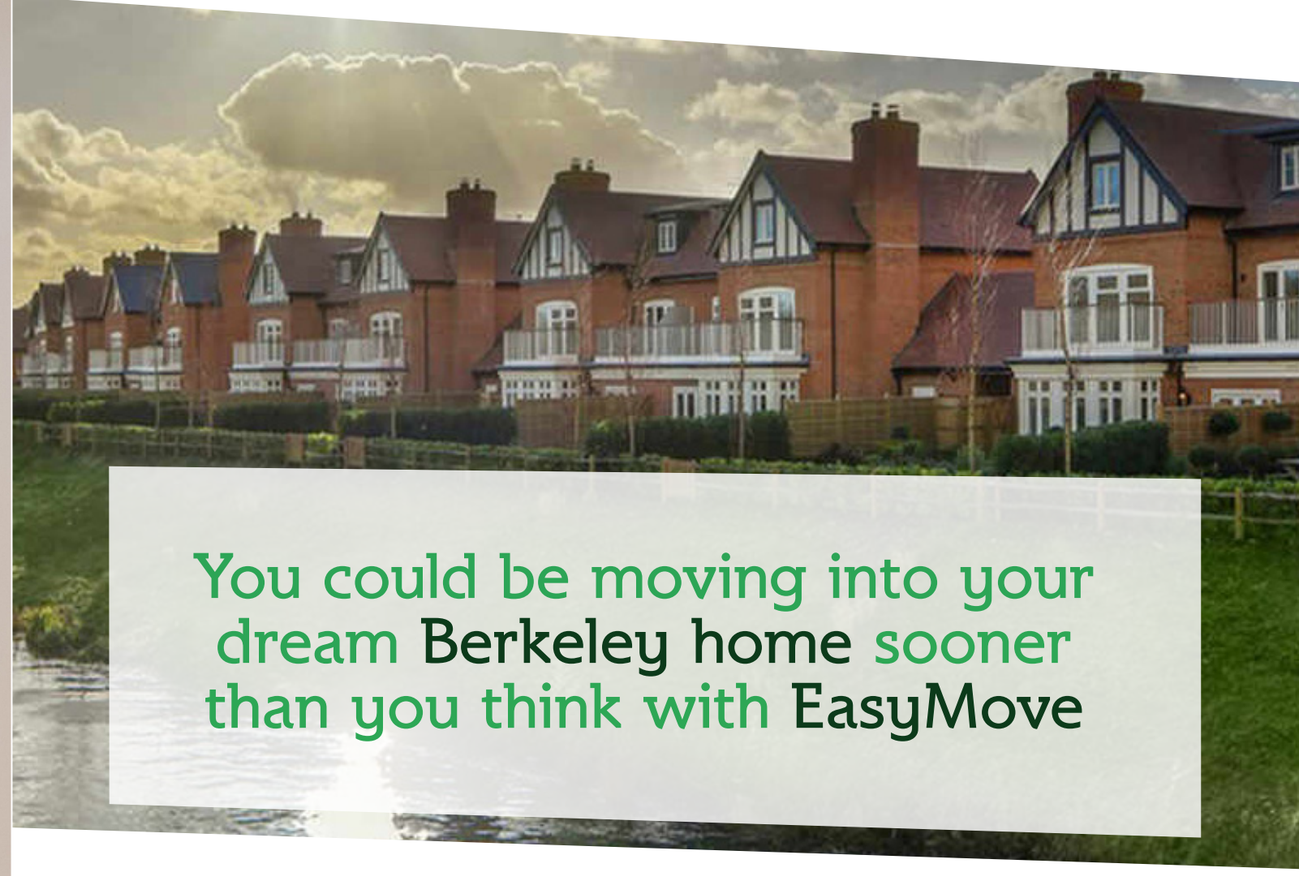
Berkeley
Designed for life

Moving
made easy®
Part of SIMPLIFY

Introducing Easy Move from Berkeley

Simply selling homes

NEW HOMES QUALITY CODE



You could be moving into your dream Berkeley home sooner than you think with EasyMove

Benefits for Your Customers

- We sell your buyer's home promptly and for the best possible price while they are secure in the knowledge that it's getting the very best market exposure available
- Our experts examine the market and prepare a detailed valuation so vendors are confident we are acting with their best interests in mind
- We manage the whole selling process, dealing with estate agents and solicitors on their behalf
- We list their home with up to three top local estate agents to ensure maximum exposure
- If required, we can help with minor home improvements to get their home looking the best it can
- We can organise any required surveys and certificates for their property; Energy Performance Certificate (EPC) and Timber and Damp survey (T&D)
- We keep them informed at every step of the way from reservation right through to completion, with detailed weekly updates by phone

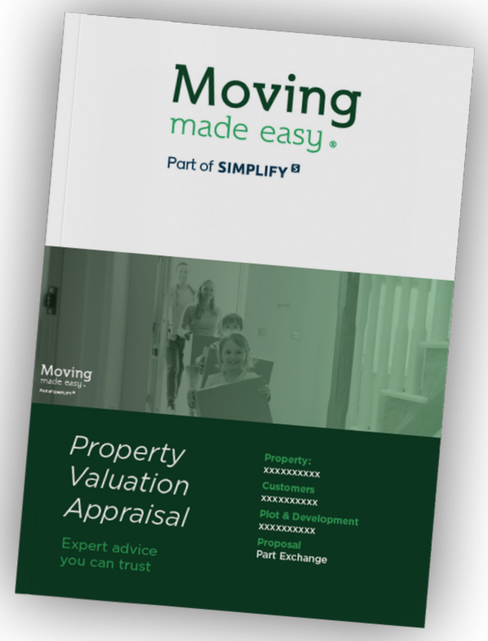
Valuing Your Home

The first step we take is to prepare a **Property Valuation Appraisal.** We ask up to three of the very best local estate agents to take a look at your property, completing our comprehensive valuation form.

Preparing Your Valuation Report

Every factor we believe could affect the valuation of your home will be diligently researched. This will include a detailed investigation of the local market, a comparison of similar homes for sale, homes recently sold in the immediate area using online house selling sites and Land Registry data.

The Property Valuation Appraisal report, produced by senior members of staff with many years of practical valuation experience, will make recommendations on what we believe the market value of the property is and will detail all the information and advice that was taken into consideration to determine the proposed figure. You can see sample pages overleaf.



Property Valuation Appraisal Report

The Valuation Process:

1. Once you have successfully completed our financial qualification process a consultant from your housebuilder will complete the application form with you
2. The completed application form is sent to MME
3. MME will contact you to arrange for up to three estate agents to value your property
4. As soon as all three valuations are received, MME will produce their Property Valuation Appraisal report and issue it to Berkeley
5. Your housebuilder will discuss in detail your valuation appraisal and its recommendations
6. If you're happy with the proposal, the sales team will complete the reservation paperwork with you

INTRODUCTION

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Property Valuation Advice You Can Trust

This report provides all the information and advice required to determine the likely resale value of this property.

We have diligently researched all pertinent factors affecting this property and investigated in depth the local market place, including comparables for sale and sold homes. We have consulted a minimum of two local estate agents for their opinions and each have physically inspected the property.

Confidence

Please be assured that this report has been produced by an experienced staff member with many years of both property industry and practical valuation experience. So you can have confidence that every MME Valuation Summary contains a high degree of property valuation expertise.

Report compiled by:

xxxxxx

xxxxxxxxx

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CONTENTS

Photographs and Description

Property Overview and Customer Information

Location Map and Street Scene

Recommendations, Estate Agents Opinions and +/- Factors

Local Sold Levels and Valuing Estate Agents Essential Data

Local Area Comparables

Land Registry Data

PHOTOGRAPHS AND DESCRIPTION

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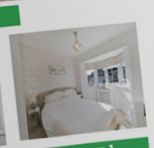
Description	Freehold: Three-bedroom mid terrace house, constructed circa 2014. Build size 1819 sq ft.
Accommodation	Entrance hall, open plan lounge/kitchen/diner, three bedrooms, en-suite to master & a family bathroom.

Front Elevation

Lounge

Kitchen-Diner



Bedroom 1

Bedroom 2

Bathroom

Garden

PROPERTY OVERVIEW AND CUSTOMER INFORMATION

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PROPERTY OVERVIEW:

Construction:	Brick and tile with weather boarded front elevation
Tenure (lease details if applicable):	Freehold
Listed:	No
Main residence:	Yes
Extensions/major improvements:	None
Parking:	Carport & driveway
Windows:	Double glazed
Heating type:	Gas central heating
Gardens:	Rear garden
Internal condition:	Good
External condition:	Good
Decorative finish:	Immaculate throughout

CUSTOMER INFORMATION:

Original purchase date and price paid:	£285,646 – 08/08/2014
Outstanding mortgage and lender:	None – purchasing cash from sale
Financially qualified:	Yes
Occupied by:	Vendor
Property on market:	No
Vendor's expectations:	£375,000
Based on:	Previous valuation by local estate agent

Disclaimer: Moving Made Easy advise that tenure particulars and required consents or permissions have not been checked. If a company acquisition, please instruct your legal advisors accordingly.

LOCATION MAP AND STREET SCENE

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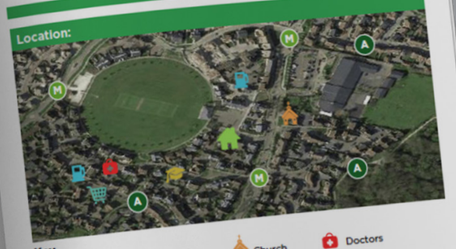
Location:



Key

Property · School · Main Roads · Petrol Station · Church · Motorway · Doctors · Shopping Centre

Street Scene:

COMMENTS / NOTES:

Property is well located within 1.4 miles of the nearest train station. 1.2 miles to the local primary school with a 4* Ofsted rating and 2.1 miles to the nearest secondary school with a 3* Ofsted rating. The town centre is short 2-mile drive away and offers many shopping facilities and local amenities.

RECOMMENDATIONS, ESTATE AGENTS OPINIONS AND +/- FACTORS

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Positive Factors:

- Immaculately presented throughout +
- Carport & Driveway +
- Modern residential location +
- Close to good transport links +
- Valid NHBC certificate +

Negative Factors:

- Poor local sold rates - difficult market conditions -
- Risk of flooding may deter purchasers -
- Close proximity to ex local authority -
- Ongoing new development -
- Noted chancel repair liability -

VALUING AGENT	RECOMMENDED ASKING PRICE	ACHIEVABLE VALUE	MINIMUM EXPECTED PRICE
Douglas Allen	£365,000	£365,000	£350,000
Kings Hill Properties	£385,000	£380,000	£375,000
Simon Miller	£385,000	£380,000	£375,000
AVERAGES:	£378,333	£375,000	£366,666

MME's Recommendations

RECOMMENDED COMPETITVE ASKING PRICE	£370,000
ACHIEVABLE TARGET PRICE	£365,000
RECOMMENDED PART EXCHANGE OFFER	£360,000

OUR OPINION:

An immaculately presented modern property which offers good size accommodation. Comparable 2 (see page 7) is a similar style of property to the subject but is slightly bigger. This property completed at £380,000 after being on the market for 284 days at an initial marketing price of offers over £385,000. Local sold levels indicate difficult market conditions in the surrounding area and we therefore recommend a more cautious marketing price to ensure good marketing activity levels on the property. Taking all factors within this report into consideration we are recommending a marketing price of £370,000.

NOTE: MME'S recommended asking, achievable and minimum expected prices are provided in good faith, after extensive research of data available at the time of this report's preparation. Market conditions can vary quickly, and property values can increase and decrease. MME provide superior accuracy as far as our valuation advice is concerned, as supported by our key performance indicators, but we cannot be held responsible should a final sale figure differ from our advice, as the reasons can be considerable and variable.

LOCAL SOLD LEVELS & VALUING ESTATE AGENTS DATA

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LOCAL SOLD STC LEVELS

CRITERIA - Type: Houses, Bedrooms: 3, Max Price: £400,000

Radius of Subject Postcode	Total number available	Total number sold stc	Sold stc conversion %
0.25	9	2	22%
0.5	19	5	26%
1	26	7	27%

MME OPINION:

Local sold rates are consistently low in the area and indicate poor market conditions for this type of property within this price range.

VALUING ESTATE AGENTS ESSENTIAL DATA

Company	Current No. on market	No. sold stc	% of stock sold stc
Ward & Partners	48	22	46%
Kings Hill Property	55	32	58%
Simon Miller & Company	20	7	35%
*Bluebell Estates	29	13	45%
*Connells	17	2	12%

* not used, but included for comparable purposes

LOCAL AREA COMPARABLES

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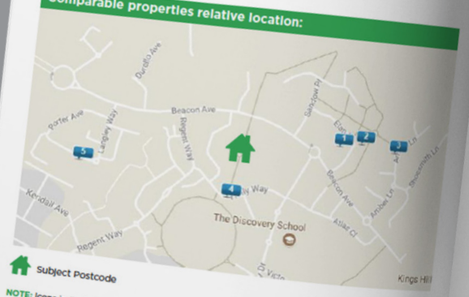
Local area comparables; we have investigated local properties recently and currently available and sold, selected on the criteria below.

Selection Criteria:

Radius of subject post code:	0.25 miles
Property types considered:	End of terrace house
Minimum number of bedrooms:	3
Maximum Price:	£385,000
Marketed by:	All agents
Date from:	09-05-2021

Comparable properties relative location:



Subject Postcode

NOTE: Icons indicate the centre of postcode, and not necessarily the exact location.

LOCAL AREA COMPARABLES

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1 Elan Close, xxx xxxx — Sold Subject to contract at £380,000.

Marketing Period	Marketed from: 12-09-2021	Marketing Price	Guide Price £385,000
Property Summary	3-bedroom semi-detached house	Condition	Immaculate
Comments	Semi-detached property that is immaculately presented throughout. This property is bigger than the subject by 184 sq ft and also offers a garage. Subject would be of lesser value.		

2 Emerald Walk, xxxxxxx — Completed at £380,000 in August 2021.

Marketing Period	Marketed from: 25-02-2021	Marketing Price	Offers Over £385,000
Property Summary	3-bedroom end of terrace house	Condition	Good
Comments	Property is slightly bigger than the subject but offers a similar layout. Property sold in better market conditions. Subject would be of lesser value.		

The Marketing Process

MME instruct up to three local estate agents to start marketing your property

MME arrange for an Energy Performance Certificate (EPC) & a Homebuyers Survey to be completed (if applicable)

MME liaise with, and drive estate agents, to ensure they pro-actively marketing your property

MME will call you at least weekly to give you an overview of activity and progress on the sale of your property

MME make recommendations on any necessary changes to the marketing required in order to ensure a sale is created as soon as possible

Every offer is carefully checked, from the buyers' financial position to every link in a chain. We complete our own anti-money laundering and financial checks to give you confidence with the sale.

Our proactive progression team is dedicated to driving every sale forward, problem solving and supporting vendors and purchasers through to legal completion. Our proactive approach will help you to achieve your target exchange and completion dates.

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LONDON SQUARE
Marketing Report – 01/02/2022
Deal Type - Easy Move

227 Example Way, London, SQ44 5GD

Customer	Ms Jane Doe Mobile: 07951 777777 Email: example@gmail.com	Deal Type	Assisted Sale
Plot & Site	15 - Example Way	Plot Completion	July 2022 - V can vacate
Date(s) on Market	17/01/2022	Customer Updated	01/02/2022

Marketing Price	£590,000
Original Marketing Price	£590,000
Last Reduction	No price change
Marketing Review	31/01/2022
Weeks Viewings	4
Total Viewings	9
Total Offers	1

MME Original Recommendations	
Date of Valuation	13/01/2022
8 Week Marketing Price	£580,000
Target Achievable Price	£575,000
Minimum Sale Price	£570,000

MME WEEKLY ACTIONS & RECOMMENDATIONS

Date: 01/02/2022

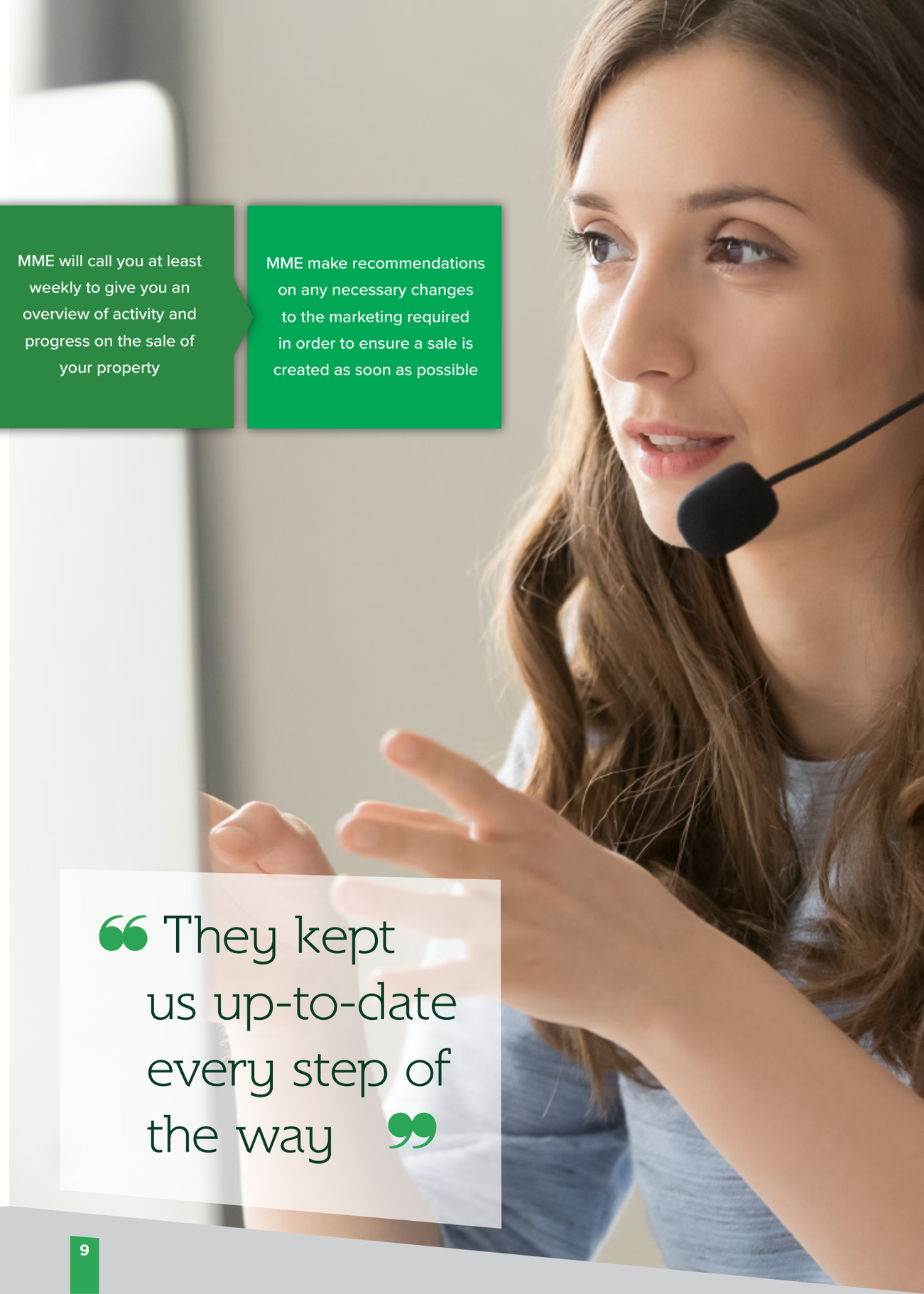
MME remarks and recommendations: The vendor has confirmed she is happy with the number of viewings being generated despite the lack of offers coming forward. All agents have been instructed to encourage offers and feedback from applicates to what they believe the property is worth, this is to help forecast what level future offers will come in at.

Local market: Within a 1/4 mile there are 18, 3-bed properties up to £650,000. 9 of these are SSTC (50%).
Agents remarks -
Acorn: MME are still awaiting a marketing update from the agent. MME advised the agents dealing with the file have been out on appointments every time contact was attempted. The agent has also failed to provide an update via email. The vendor has confirmed she has been receiving a steady flow of viewings from the agent so is keen to keep the instructed.
Kinleigh Folkard & Hayward: There have been three viewings this week with another viewing booked in for this Saturday. Feedback remains outstanding from a viewing on Saturday.
Pedder: Agent is still not live online. When questioned they advised it was due to their photographers' availability. Marketing photos have been booked in for Friday the 4th of February.

OFFER LOG

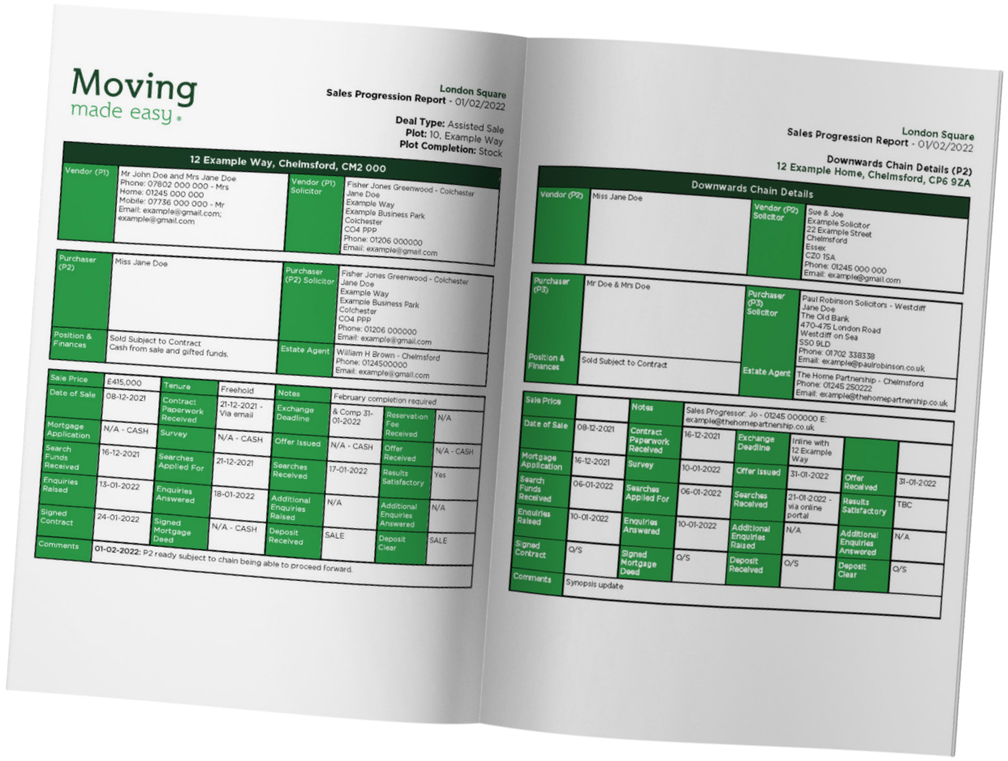
	DATE	ESTATE AGENT	APPLICANT	OFFER AMOUNT	OFFER STATUS	NOTES
1	24/01/2022	Moving Made Easy - Southern Region	Jane Doe	£570,000	Declined	

Marketing Report



"They kept us up-to-date every step of the way"

Sales Memorandum & Sales Progression Report



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London Square
Sales Progression Report - 01/02/2022

Deal Type: Assisted Sale
Plot: 10, Example Way
Plot Completion: Stock

12 Example Way, Chelmsford, CM2 000

Vendor (P1)	Mr John Doe and Mrs Jane Doe Phone: 07802 000 000 - Mrs Home: 01245 000 000 Mobile: 07736 000 000 - Mr Email: example@gmail.com; example@gmail.com	Vendor (P1) Solicitor	Fisher Jones Greenwood - Colchester Jane Doe Example Way Example Business Park Colchester CO4 PPP Phone: 01206 000000 Email: example@gmail.com
Purchaser (P2)	Miss Jane Doe	Purchaser (P2) Solicitor	Fisher Jones Greenwood - Colchester Jane Doe Example Way Example Business Park Colchester CO4 PPP Phone: 01206 000000 Email: example@gmail.com
Position & Finances	Sold Subject to Contract Cash from sale and gifted funds.	Estate Agent	William H Brown - Chelmsford Phone: 0124500000 Email: example@gmail.com

Sale Price	£415,000	Tenure	Freehold	Notes	February completion required		
Date of Sale	08-12-2021	Contract Paperwork Received	21-12-2021 - Via email	Exchange Deadline	& Comp. 31-01-2022	Reservation Fee Received	N/A
Mortgage Application	N/A - CASH	Survey	N/A - CASH	Offer Issued	N/A - CASH	Offer Received	N/A - CASH
Search Funds Received	16-12-2021	Searches Applied For	21-12-2021	Searches Received	17-01-2022	Results Satisfactory	Yes
Enquiries Raised	13-01-2022	Enquiries Answered	18-01-2022	Additional Enquiries Raised	N/A	Additional Enquiries Answered	N/A
Signed Contract	24-01-2022	Signed Mortgage Deed	N/A - CASH	Deposit Received	SALE	Deposit Clear	SALE
Comments	**01-02-2022:** P2 ready subject to chain being able to proceed forward.						

London Square
Sales Progression Report - 01/02/2022

Downwards Chain Details (P2)
12 Example Home, Chelmsford, CP6 9ZA

Downwards Chain Details

Vendor (P2)	Miss Jane Doe	Vendor (P2) Solicitor	Sue & Joe Example Solicitor 22 Example Street Chelmsford Essex CZ0 1SA Phone: 01245 000 000 Email: example@gmail.com
Purchaser (P3)	Mr Doe & Mrs Doe	Purchaser (P3) Solicitor	Paul Robinson Solicitors - Westcliff Jane Doe The Old Bank 470-475 London Road Westcliff on Sea SS0 9LD Phone: 01702 338338 Email: example@paulrobinson.co.uk
Position & Finances	Sold Subject to Contract	Estate Agent	The Home Partnership - Chelmsford Phone: 01245 290022 Email: example@thehomepartnership.co.uk

Sale Price		Notes	Sales Progressor: Jo - 01245 000000 E: example@thehomepartnership.co.uk				
Date of Sale	08-12-2021	Contract Paperwork Received	16-12-2021	Exchange Deadline	Inline with 12 Example Way		
Mortgage Application	16-12-2021	Survey	10-01-2022	Offer Issued	31-01-2022	Offer Received	31-01-2022
Search Funds Received	06-01-2022	Searches Applied For	06-01-2022	Searches Received	21-01-2022 - via online portal	Results Satisfactory	TBC
Enquiries Raised	10-01-2022	Enquiries Answered	10-01-2022	Additional Enquiries Raised	N/A	Additional Enquiries Answered	N/A
Signed Contract	Q/S	Signed Mortgage Deed	Q/S	Deposit Received	Q/S	Deposit Clear	Q/S
Comments	Synopsis update						

The 'Offer Received' process

1. MME's appointed estate agent advises MME that an offer has been submitted on your property
2. MME obtain the contact details of the potential buyer and contacts them directly to begin negotiations
3. MME advise you an offer has been received
4. MME financially qualify the potential buyer and researches any related chain of sales
5. MME negotiate on your behalf and advise your housebuilder when the sale price has been agreed
6. MME issue a Sales Memorandum

The Sales Progression process

1. Your MME sales progressor liaises with the purchaser's solicitor, financial advisors and all parties in the chain
2. MME will update you regularly by phone and email as the transaction progresses
3. Your MME sales progressor will endeavour to resolve any potential issues ensuring deadline dates are adhered to as closely as possible
4. Contracts exchanged and legal completion dates agreed
5. The property legally completes

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Part of SIMPLIFY

Moving Made Easy are an experienced specialist property company with a focus on providing a focused service to drive new build sales whilst ensuring that your clients are assured and assisted as we work with all professionals involved to drive completion.

With over 10 year's experience working with many of the nation's major house builders valuing, marketing and selling property we know the property market well.

Part of Simplify

Moving made Easy are part of Simplify the UK's leading conveyancing and property services business, combining innovative technology, expertise and outstanding customer care.

The group incorporates six of the largest conveyancers; Advantage Property Lawyers, Cook Taylor Woodhouse, DC Law, GB Law, Premier Property Lawyers, My Home Move, JS Law and the highly regarded property services company Move With Us.

A Company You Can Trust

Delivering great customer service, consistently, during a fairly lengthy and involved process is key to everything we do.

We are grateful for the positive feedback we continue to receive and for being part of so many people's journeys.

We operate teams of specialists at every stage of the process to ensure we understand the detail, liaise closely with professional partners and drive the process on your behalf.

Trustpilot

Rated 'Excellent'!

We are pleased to be able to offer this experience and focussed approach to help you sell your property at the right price, in good time scales and in a way that is reassuring and supportive.

We went through a very difficult time...

We went through a very difficult time in selling our house and buying a new house same time. Cut the long story short, we lost our buyer, we needed help, and help to buy was there for us. Plenty of support and practical guide too. We exchanged our contract yester-day and ready to enjoy our new home. Thank you"Help to buy Team'

A 5 star experience

Sophie Hudson was a huge help to me during the process of purchasing my new property. She was responsive, helpful and approachable. I would highly recommend her to anyone embarking on buying a house.

Amazing experience

We had a great experience with Moving Made Easy, specifically with Ella Gage who went above and beyond expectations to make the transaction happen. She was excellent in communication, very responsive and helpful. I can't even think of anything that could have been better, Ella just took everything in her hands and replied to every single question we had, walked us through the process and was our main contact. Thank you Ella so much!

Excellent experience

We had an excellent experience with Moving Made Easy and Rhiarna Archard our sales progressor. She was friendly and professional and responded quickly to emails and phone calls. She took the initiative in progressing our sale through to exchange, getting us progress updates and liaising with our buyers, solicitors and estate agents, which took a weight off our minds. We'd highly recommend MME and Rhiarna - thank you again for all your help!

Couldn't recommend Moving Made Easy and Ella Gage enough

Couldn't recommend Moving Made Easy and Ella Gage enough. Our move was extremely long winded and stressful and probably would have taken much longer without the help of Ella. Fantastic communication throughout and happy to push buyers and solicitors when needed and answer lots of tricky questions at times! Thank you again

Excellent service Sophie Hudson

Cannot fault the service we have received. Sophie Hudson has kept us informed through-out the process of selling and buying our property and her customer service has been first class. Would highly recommend and would also thank Kat who was our initial contact and was e helpful in aiding us over coming initial problem we had.

Get in touch:

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T: 01787 222700
F: 0808 280 2097
E: southern@mme.uk.com

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F: 0808 280 2097
E: western@mme.uk.com

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