



Date: 14 October 2024

Dear Huseyin,

R:e – 105 Brantwood Road, Tottenham N17 0DX

Following up on our recent communication, I am pleased to share a report regarding the marketing of the property mentioned above.

Property Overview

105 Brantwood Road is a detached building that is currently used as office spaces. It has a total internal area of approx. 3000sqft.

Marketing Campaign

We executed a thorough marketing strategy for the last 14 months. The property was listed for use as office space, as permitted, and for other potential uses subject to obtaining the necessary planning permissions. During this period, we implemented the following initiatives:

Marketing Materials

We developed a detailed marketing brochure, complete with location maps, floorplans and professional photographs. This brochure was also distributed to major commercial property agents along with registered applicants of Route Estates database, and new potential clients. The units particulars were also displayed on our shop front digital displays in both our High Street branches at 63 Stoke Newington High Street & 517 Hertford Road, Enfield.

Signage

A prominent sign was placed at the front of the building indicating, “3000 sq ft Office Space, To Let.”

Press Advertising

Regular colour advertisements were published in the Tottenham Independent, Haringey Community Press and Local Business Weekly Commercial Property Supplements.

Online Advertising

The property was listed on Route Estates website and featured on major national property listing platforms such as EG PropertyLink, Zoopla and Rightmove.

Asking Rent

The property was marketed with an asking rent of £60,000 per annum which is deemed appropriate for the market.

**Interest and Inquiries**

Interest in the property was very limited, particularly considering its current permitted use.

Conclusions

Despite our extensive marketing efforts, interest in the property was very low, with not a single offer being achieved to date. We believe and have come to the conclusion that the main factors contributing to the low interest include:

- The restrictive planning designation of office spaces
- The building's specifications
- The location being unattractive for this type of permitted use

I trust that I have provided you with some insight and would be happy to assist further - please feel free to contact me.

Regards,

Ali Ongan
Property Consultant