



LeaseholdersUnited Market Information Report

**SOUTHEND ON SEA
BOROUGH COUNCIL
Retail (Tertiary Shops)**

19 August 2011



Introduction

Invariably, when you take on a premises it is a medium or long term commitment.

Generally that is a minimum of 5 years if not longer.

That is 5 years rent, rates, service charge, building insurance, repair liability and utility charges.

Of course, if you don't like it, you could move and, perhaps, assign the lease or sell the premises on to someone else.

But that involves moving costs and you may have to pay empty rates while you are waiting to sell or assign the lease on your old premises.

So taking on any premises should not be a five minute decision.

Equally, every £1000 you pay in rent, translates into a commitment to pay £5000 on a 5 year lease.

Every unnecessary £ you pay in property costs comes straight off your companies' bottom line or, if you are a sole proprietor, straight out of your pocket

That money goes straight into the pocket of landlords and their Agents

As a result limited and misleading information is put about by the property industry that is ultimately designed to make you overpay and keep overpaying

This Market Information Report gives you an "Insiders" view to your local property market in terms of

where properties that meet your requirements are located
the relative cost of locations

That knowledge can help you ensure you get the right premises at the right price

Andrew Bacon
Chartered Surveyor
Co Founder LeaseholdersUnited



Market Information Data

Street	Count	Top Rent	Min Rent	Largest	Smallest	Relative Cost SQFT
THE BROADWAY, SS9 1AW	40	£ 44,000	£ 4,000	628	20	1.00
WESTERN APPROACHES, SS2 6XZ	-	-	-	-	-	.97
LEIGH ROAD, SS9 1JF	78	£ 29,000	£ 2,000	241	11	.97
WESTERN APPROACHES, SS2 6XZ	3	£ 10,000	£ 9,000	87	69	.97
PIER HILL, SS1 2EQ	4	£ 7,000	£ 3,000	41	15	.97
RECTORY GROVE, SS9 2HW	15	£ 18,000	£ 5,000	179	28	.95
BRIDGEWATER DRIVE, SS0 0EZ	-	-	-	-	-	.92
HOBLEYTHICK LANE, SS0 0RJ	6	£ 7,000	£ 5,000	59	40	.87
CLARENCE STREET, SS1 1BH	-	-	-	-	-	.86
THE RIDGEWAY, SS0 8NU	14	£ 13,000	£ 2,000	325	21	.85
YORK ROAD, SS1 2BD	-	-	-	-	-	.85
THE RENOWN, SS3 9UU	6	£ 14,000	£ 8,000	174	69	.85
SOUTHCHURCH ROAD, SS1 2PP	119	£ 60,000	£ 2,000	1059	21	.83
ASHLEIGH DRIVE, SS9 1AD	-	-	-	-	-	.83
HAMLET COURT ROAD, SS0 7LP	106	£ 36,000	£ 1,000	883	11	.80
WOODGRANGE DRIVE, SS1 2SJ	30	£ 14,000	£ 5,000	181	29	.79
PRINCE AVENUE, SS2 6RL	24	£ 18,000	£ 2,000	203	16	.79
BROADWAY WEST, SS9 2BU	13	£ 30,000	£ 2,000	259	16	.78
BRIDGWATER DRIVE, SS0 0EZ	15	£ 8,000	£ 3,000	142	26	.78
CHURCHILL SQUARE, SS2 5SA	-	-	-	-	-	.78
NELSON ROAD, SS9 3HU	-	-	-	-	-	.78
EASTWOOD OLD ROAD, SS9 4RY	7	£ 24,000	£ 5,000	321	36	.77
ALEXANDRA STREET, SS1 1BW	13	£ 28,000	£ 6,000	621	54	.76
TALZA WAY, SS2 5BG	4	£ 8,000	£ 3,000	79	23	.75
ELMSLEIGH DRIVE, SS9 3DN	14	£ 9,000	£ 3,000	106	21	.75
EASTERN ESPLANADE, SS1 2YH	6	£ 8,000	£ 4,000	127	61	.74
QUEENS ROAD, SS1 1NL	14	£ 21,000	£ 2,000	683	21	.73
RAYLEIGH ROAD, SS9 5PT	68	£ 42,000	£ 3,000	699	18	.73
COMMERCIAL ROAD, SS0 0QJ	6	£ 7,000	£ 3,000	74	46	.73
LONDON ROAD, SS1 1PE	440	£ 70,000	£ 2,000	1101	10	.70
EASTWOOD ROAD NORTH, SS9 4LS	24	£ 15,000	£ 2,000	231	18	.70
SUTTON ROAD, SS2 5PF	65	£ 116,000	£ 2,000	2501	22	.68
EASTWOOD BOULEVARD, SS0 0BY	-	-	-	-	-	.67
EASTWOOD BOULEVARD, SS0 0BY	3	£ 6,000	£ 5,000	71	67	.67
ELM ROAD, SS9 1SQ	-	-	-	-	-	.67
ELM ROAD, SS9 1SQ	3	£ 6,000	£ 4,000	82	32	.67
EAST STREET, SS2 5EE	-	-	-	-	-	.66
EAST STREET, SS2 5EE	3	£ 6,000	£ 4,000	56	49	.66
NESS ROAD, SS3 9DA	23	£ 15,000	£ 2,000	558	14	.64
WEST ROAD, SS0 9AY	52	£ 22,000	£ 2,000	414	17	.62
CHASE ROAD, SS1 2RE	6	£ 5,000	£ 3,000	158	32	.62



Understanding and using the Market Information Data

The table in this report is an extract from LeaseholdersUnited's research data that it uses to provide is 900,000 online valuations, CostMINDER and cost reports. It is drawn from both public and private data.

You will see various columns of data

- **Count.** This is the number of properties that, according to our records, exist in the street within this particular market. Any rows that are shown as blank are where there are less than 3 properties.

The significance of "count" is that those streets with 10 or more properties are likely to have premises on the market or coming on the market very soon and those with the most properties will generally give you more choice and more of an opportunity to negotiate.

- **Top Rent.** This is our estimate of the highest rental value of the property in that street
- **Min Rent.** This is our estimate of the lowest rental value of property in that street.

The top and min rent are to give you an idea of the likely entry cost of moving in to that street.

- **Largest and Smallest** are the sizes in sqm of the largest and smallest properties in the street.

This enables you to see, at a glance, where properties that meet your requirements are likely to be located.

- **Relative Cost** is the how rental costs per sqft differ between streets. So an area with a cost of 0.9 is 10% less expensive per sqft than a location with a cost of 1.

You can use this relative cost index to

- a) Assess how much you would save from relocating to another road
- b) See how much it may cost you to move to a more prestigious area
- c) Evaluate whether landlords are trying to get you to pay "High Street" prices for "Station Road" locations

For more information and guidance on

- a) Finding Business Premises, go to the Business Premises section of LeaseholdersUnited members area.
- b) Individual capital and rental values, go to our Online Commercial Valuations section of our members area
- c) Negotiating rents go to the Business Costs section of our members area.



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- (ii) no physical inspection of the property site reported on is carried out as part of any services offered by LeaseholdersUnited and LeaseholdersUnited do not warrant that all land uses or features whether past or current will be identified in the Report. The Report does not include any information relating to the actual state or condition of any property site nor should it be used or taken to indicate or exclude actual fitness or unfitness of a property site.
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(v) You will on using our services make a reasonable inspection of any results to satisfy yourself that there are no defects or failures. In the event that there is a material defect You will notify us in writing of such defect within seven days of its discovery.

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9. Notices

Any notice or other communication served under this Agreement shall be in writing and sent by post or by electronic mail and shall be deemed delivered upon receipt by the party to whom the communication is directed at the address specified below. If to

LeaseholdersUnited, the email notice shall be addressed to notices@leaseholdersunited.com and other written notices addressed to:

LeaseholdersUnited Ltd
10 Fenchurch Avenue
London EC3M 5BN

If to you, the notice shall be addressed to the most up to date contact details provided by you.

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