

MARKETING REPORT

73 Farringdon Road, Clerkenwell, London, EC1M 3JQ



Reason existing tenant is leaving

We understand that the tenant is having difficulty maintaining trade at this location.

Dates of marketing campaign

The property was first placed on the market on the **16th of January 2019** and has been advertised continuously ever since.

Where has the property be marketed?

Since this date the property has featured on:

- The Pearl & Coutts website
- Rightmove Commercial
- Zoopla/ PrimeLocation Commercial
- Commercial People
- Realla
- EG PropertyLink

The property details on the **Pearl & Coutts** website has also been shared on a weekly basis across social media platforms: **Twitter, LinkedIn** and **Facebook**.

The details have also been circulated on a monthly basis to a subscription list of over 1,000 commercial London agents.

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Details of email enquiries received

Pearl & Coutts website	6
Rightmove Commercial	10
Zoopla/ PrimeLocation	22
Commercial People	0
Realla	0
EG PropertyLink	0
TOTAL	38 email enquiries

Confirmation of no strong A1 interest

Despite the long marketing period we have not had any A1 retailers expressing an interest in the site.

Why has the unit been difficult to let?

The retail offering at this parade is weak and limited to weekday trade to nearby office workers with relatively low retail spend and foot fall is low in comparison to many other locations within the city / city fringe. The ground floor of the opposing parade is entirely office users. The subject parade has more of a showroom feel, with a delux and Leyland decorator centre in close proximity as illustrators of this point.

We have not received any formal offers on the back of the viewings.

Why no interest from other Class A1 operators?

For the above reasons.