



NEXUS, CHERTSEY

KEY STATS

LIFE LESS ORDINARY

The property now known as Nexus was initially an office block called Flaxman House, that had permitted development (PD) granted. Life Less Ordinary (LLO) added value by applying an additional floor, and an extension to add 4 more units with an archway that led into the car park.

LLO appointed Hodders to handle the initial release of properties. Following instructions, we immediately undertook preparations for an Off Plan launch which took place on site. The event saw unprecedented demand with a queue of first time buyers and several buy to let investors, all eager to secure a reservation on the day. Over the course of the launch weekend, 25% of the units were reserved with full reservation fees paid, and many more in the following weeks.

A key element of the launch strategy involved gearing the marketing towards the first time buyer sector, and promoting the government Help to Buy scheme.

Hodders Land & New Homes

Our Land & New Homes team offers the perfect combination of experience and insight. We work in every sector of this growing market and everything we do is driven by a genuine desire to add value for our clients wherever we can. Our extensive knowledge of the local area can help you pinpoint and exploit opportunities.



Initial release: 25% sold at open house



Average Prices achieved
One bedroom - £234,000
Two bedroom - £288,000



Average £ PSF
One bedroom - £546
Two bedroom - £510

“Hodders have done a great job on our Nexus development selling all units within a short period following a successful off-plan launch last year. Refreshing to work with an agency which is pro-active with sales but also marketing ideas, to keep interest and sales strong. Would not hesitate using them again or recommending them to other developers in the area.”

Hinesh Chawda – Director (of LLO)