



PORTMAN HOUSE, CHERTSEY

KEY STATS

ALDS Limited

The property formally known as Rutherwyk House, was initially a three storey office block that had permitted development granted. ALDS added an additional floor which granted 6 one bedroom apartments and allowing a flat to become a two bedroom duplex apartment, which proved to be incredibly popular.

ALDS appointed Hodders and a competing agent to handle the initial release of the 29 units. Following the developer's instructions, we immediately undertook preparations for an off-plan launch. In fact, during said preparations, Hodders reserved two flats with full reservation fees paid. On the day of the launch, Hodders reserved 30% of the units, and many more in the following weeks. With our competitors selling no units on launch day, our marketing strategy proved to be targeted at the correct applicants, enabling us to produce solid results.

With ALDS recognising the potential the Runnymede area has to offer, a Phase two of Portman House is currently under construction. Birch House will contain 6 units, including 1 & 2 bedroom apartments.

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: 30% sold at open house



Average Prices achieved

Studio - £200,000
One bedroom - £228,952
Two bedroom - £312,500



Average £ PSF

Studio - £600
One bedroom - £581
Two bedroom - £469

“ It is always a pleasure working with Hodders. They're straight talking agents who have a passion for delivering results and customer service. ”

Ariel Levy – Partner (ALDS Limited)