Silliphant & Co
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SILLIPHANT & CO

Property *Position Review*

A three-bedroom Victorian terrace, Earlsfield SW18

Sample review · By Adam & Melissa Silliphant

What could your home realistically achieve, and what would it take?
This review sets out the evidence, a realistic range and our strategy.
It's yours to keep, whatever you decide.

INSIDE THIS REVIEW

1 Our view
2 Your range
3 The evidence
4 The market now
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6 The numbers

Sample review: the home, figures and comparables are made up to show what a Property Position Review includes.

SAMPLE

1 · OUR VIEW

In one line

REALISTIC PRICE RANGE

£1,050,000 – £1,150,000

We recommend marketing at £1,100,000.

Why: it sits in line with the two closest sales and should draw strong early interest from family buyers.

2 · YOUR RANGE



LOWER END	MOST LIKELY	UPPER END
£1,050,000	£1,100,000	£1,150,000

What could move it up

- A south-facing 45ft garden
- A loft room with planning for a dormer
- Six minutes to Earlsfield station

What could hold it back

- EPC rating D
- A dated kitchen and bathroom
- On-street parking only

Why this range

The closest sale is a similar terrace two streets away that sold for £1,120,000 with a newer kitchen. The garden is the biggest factor: homes with 40ft-plus gardens have sold at the top of the range.

Sample review: the home, figures and comparables are made up to show what a Property Position Review includes.

SAMPLE

3 · THE EVIDENCE

Recent comparable sales

Address	Sold	Price	Type / beds	Size (sq ft)	£ per sq ft	How it compares
Similar terrace, 2 streets away	Aug 2026	£1,120,000	3-bed terrace	1,340	£836	Newer kitchen, smaller garden
Terrace, same road	May 2026	£1,085,000	3-bed terrace	1,290	£841	Similar, original condition
Extended terrace, nearby	Jun 2026	£1,240,000	4-bed terrace	1,560	£795	Loft converted, larger
Terrace, 5 minutes' walk	Mar 2026	£1,040,000	3-bed terrace	1,250	£832	Busier road, shorter garden

Illustrative figures for this sample. A real review uses HM Land Registry sold prices and Rightmove Plus data.

4 · THE MARKET RIGHT NOW

Competition and demand

7

similar homes for sale nearby

Asking £975,000 to £1,250,000

6 weeks

typical time to agree a sale locally

High

buyer and tenant demand for homes like yours

Who is likely to buy

Young families moving up from flats in Clapham and Battersea, drawn by the schools, the garden and the station.

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SAMPLE

5 · OUR SUGGESTED STRATEGY

How we'd get the best result

Pricing
Launch at £1,100,000. It is close enough to the evidence to bring early viewings and leaves room to negotiate.

Presentation
Repaint the hallway, refresh the kitchen cupboard doors and tidy the front garden. Together these cost under £2,000 and lift the first impression.

Marketing
Professional photos, floor plan, a video tour of the home and its neighbourhood, Rightmove, and our local buyer list.

Timing
Launch in mid-January, when family buyers return to the market.

6 · THE NUMBERS

Estimated costs and net proceeds

	Estimate
Estimated sale price	£1,100,000
Estate agency fee (example: 1.5% plus VAT)	– £19,800
Conveyancing (typical range)	– £2,500
Other costs (EPC, mortgage redemption, removals)	– £1,500
Outstanding mortgage (from you)	– £520,000
Estimated net proceeds	**£556,200**

All figures are estimates for planning only. Your own solicitor and lender will confirm actual costs.

What happens next

Questions about anything here? We're happy to talk it through on a 15-minute call, with no obligation. When you're ready, we'll send our terms and arrange photos and the EPC.

07835 545406
Call or WhatsApp, 8am–8pm, seven days a week

This review gives our professional opinion for marketing purposes. It is not a formal valuation (RICS Red Book) and must not be used for mortgage, probate or tax purposes. Market conditions can change. Silliphant & Co Ltd, company no. 17324845. Member of The Property Redress Scheme (PRS060814).

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