

## Winnersh Fields

1 message

Wed, Jan 22, 2025 at 5:48 PM

Here is the marketing background for you.

### 4 Winnersh Fields Marketing

The instruction to market the subject property was first created 16/03/23 on behalf of a previous tenant, Pyronix, who relocated 2 years prior from Bracknell. The majority of their staff live / lived in the Reading area, they also have a Derby based head office. The local staff preferred to work from home sadly making the use of the vacated office redundant, hence instructions to market the lease / availability. Only one member of staff attended the office regularly.

The lease expired September 2024. The freeholder retained Christopher Thomas & Co Ltd to market the property in parallel with the emphasis of selling. This was due to limited office tenant demand.

A reasonable number of interests were expressed in the freehold, the primary contenders for which were a care company for administration and training, an educational enterprise (children) also the current interest from Muslim Community Connect Wokingham. Noticeably none of the parties in contention are / were pure office users.

During the marketing process a well presented set of online particulars have been used in parallel to implementation of digital advertising on national portals (Zoopla / Loopnet for example) specialist portals (The Office Agent Society) and the agent's own website [www.chthomas.com](http://www.chthomas.com) As the property is set back from any passing traffic, being on a private business park, marketing boards have not been used.

The lead agent, Christopher Thomas, has 41 years of Thames Valley market experience, is AssocRICS qualified also an RICS Registered Expert Witness and AssocRICS Registered Valuer. This level and longevity of service and qualifications provides clients with regional scope, input and market knowledge beyond a standard commercial property estate agency.

Kind regards,

Christopher Thomas AssocRICS

RICS Registered Expert Witness Surveyor

AssocRICS Registered Valuer



Covering the greater **Thames Valley**,  
**Heathrow, London** and **Surrey**.

---

Head Office: +44 (0)**1753 839390**

Castle Hill House, Castle Hill, Windsor, SL4 1PD

**chthomas.com**

---

## **Christopher Thomas & Co Ltd**

Incorporated in England & Wales, No. 5331778.

All information, negotiations and advice is provided on a subject to contract basis and for guidance only.

All floor areas quoted are approximate only and subject to verification.

Christopher Thomas is the trading name of Christopher Thomas & Co Ltd.



**Winnersh Fileds No 4 freehold.pdf**

2082K