

McCarthy and Stone Sales Rates by region (taken from evidence cor

				Year 1 Sales						Year 2 Sales		
				First Half				Total		Total		
Scheme		No. Units	Date of First Sale	First Month Sales	First Month %	Next 5 Months	2nd Half	Sales	%	First Half	2nd Half	Sales
East of England												
Westcliffe on Sea	Montague Court	47	Feb-04	2	4%	12	5	22	46%	4	6	10
Clacton on Sea	Imperial Court	81	Aug-04	19	23%	6	13	38	47%	9	4	13
Colchester	Salterns Court	80	Jul-05	7	9%	12	10	29	36%	6	4	10
Rochford	Ormond House	29	Apr-07	3	10%	3	6	12	41%	2	2	4
Hadleigh	Cleves Court	31	Jun-08	8	26%	5	3	16	51%	5	3	8
Woodbridge	Clarkson Court	69	Nov-08	6	7%	12	7	25	36%	6	9	15
Brentwood	Sanders Court	32	Dec-08	1	3%	2	5	8	25%	6	6	12
Watford	Pheasant Court	39	Jul-08	1	3%	4	0	5	13%	4	5	9
Watford	Nanterre Court	47	Apr-09	3	6%	6	7	16	34%	6	2	8
Epping	Stewart Court	26	Jun-10	2	8%	15	3	20	77%	4		4
Regional Average:					10%				41%			
South-East of England												
Worthing	Highfield Court	41	Jun-07	3	7%	7	8	18	44%	4	3	7
Gravesend	Nelson Court	61	Aug-07	13	19%	2	7	22	36%	8	7	15
Redhill	Lewis Court	33	Aug-07	4	12%	5	2	11	34%	3	2	5
Crawley	Milfield Court	52	May-08	2	4%	11	8	21	40%	4	2	6
Arundel	Caen Stone Court	24	Jun-09	1	4%	4	3	8	33%	3	0	3
Tonbridge	Holmes Court	63	Aug-08	7	11%	9	6	22	35%	6	1	7
Epsom	Radford Court	25	Jul-09	2	8%	3	3	8	32%	3	5	8
Headcorn	Culpeper Court	17	Apr-11	4	24%	5		9	53%			
Regional Average:					11%				38%			
Combined Regional Average:					9%				36%			
Sort by Size:												
East of England												
Clacton on Sea	Imperial Court	81	Aug-04	19	23%	6	13	38	47%	9	4	13
Colchester	Salterns Court	80	Jul-05	7	9%	12	10	29	36%	6	4	10
Woodbridge	Clarkson Court	69	Nov-08	6	7%	12	7	25	36%	6	9	15
Westcliffe on Sea	Montague Court	47	Feb-04	2	4%	12	5	22	46%	4	6	10
Watford	Nanterre Court	47	Apr-09	3	6%	6	7	16	34%	6	2	8
Watford	Pheasant Court	39	Jul-08	1	3%	4	0	5	13%	4	5	9
Brentwood	Sanders Court	32	Dec-08	1	3%	2	5	8	25%	6	6	12
Hadleigh	Cleves Court	31	Jun-08	8	26%	5	3	16	51%	5	3	8
Rochford	Ormond House	29	Apr-07	3	10%	3	6	12	41%	2	2	4
Epping	Stewart Court	26	Jun-10	2	8%	15	3	20	77%	4		4
Regional Average:					10%				41%			
South-East of England												
Tonbridge	Holmes Court	63	Aug-08	7	11%	9	6	22	35%	6	1	7
Gravesend	Nelson Court	61	Aug-07	13	19%	2	7	22	36%	8	7	15
Crawley	Milfield Court	52	May-08	2	4%	11	8	21	40%	4	2	6
Worthing	Highfield Court	41	Jun-07	3	7%	7	8	18	44%	4	3	7
Redhill	Lewis Court	33	Aug-07	4	12%	5	2	11	34%	3	2	5
Epsom	Radford Court	25	Jul-09	2	8%	3	3	8	32%	3	5	8
Arundel	Caen Stone Court	24	Jun-09	1	4%	4	3	8	33%	3	0	3
Headcorn	Culpeper Court	17	Apr-11	4	24%	5		9	53%			
Regional Average:					11%				38%			
Combined Regional Average:					9%				36%			

McCarthy and Stone Eastern Region Sales Rates

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Scheme/Units		First Month	First Year	Second Year	Thi Ye
Watford	39	3%	13%	23%	23
Brentwood	32	3%	25%	37%	25
Hadleigh	31	26%	51%	26%	23
Rochford	29	10%	41%	14%	21
Epping	26	8%	77%	15%	
Average		10%	41%	23%	18

compiled by Alder King Chartered Surveyors to support a planning application

Total	Year 3 Sales				Year 4 Sales				Year 5 Sales				Year 6 Sales				Year 7 Sales		
	First Half	2nd Half	Sales	%	First Half	2nd Half	Sales	%	First Half	2nd Half	Sales	%	First Half	2nd Half	Sales	%	First Half	2nd Half	Sales
21%	1	3	4	8%	3	6	9	19%	2	1	3	6%							
16%	8	9	17	21%	5	5	10	12%	3			4%							
19%	9	2	11	14%	8	3	7	9%	4	4	8	10%	3	3	6	7%	5		5
14%	5	1	6	21%	4	1	5	17%	2		2	7%							
26%	7		7	23%															
22%	7	5	12	17%	1		1	2%											
37%	3	5	8	25%															
23%	7	2	9	23%	1		1	3%											
17%	4	1	5	11%															
15%																			
20%				18%				10%				7%							
17%	4	1	5	12%	3	0	3	7%	7		7	17%							
16%	5	5	10	16%	7	6	8	13%	4		4	7%							
15%	2	3	5	15%	5		5	15%											
14%	4	11	15	29%	5		5	10%											
13%	4		4	16%															
11%	4	11	15	24%	3		3	5%											
32%																			
18%				19%				10%				12%							
19%				19%				10%				9%							

16%	4	9	17	21%	5	5	10	12%	3			4%							
13%	9	2	11	14%	8	3	7	9%	4	4	8	10%	3	3	6	7%	5		5
22%	7	5	12	17%	1		1	2%											
21%	1	3	4	8%	3	6	9	19%	2	1	3	6%							
17%	4	1	5	11%															
23%	7	2	9	23%	1		1	3%											
37%	3	5	8	25%															
16%	7		7	23%															
14%	5	1	6	21%	4	1	5	17%	2		2	7%							
15%																			
20%				18%				10%				7%							
11%	4	11	15	24%	3		3	5%											
25%	3	5	10	16%	2	6	8	13%	4		4	7%							
11%	4	11	15	29%	5		5	10%											
17%	4	1	5	12%	3	0	3	7%	7		7	17%							
15%	2	3	5	15%	5		5	15%											
32%																			
13%	4		4	16%															
18%				19%				10%				12%							
19%				19%				10%				9%							

Sales

ird ar	Fourth Year	Residue	Linear
%	3%	Selling	0.61
%		Selling	0.80
%		0	1.07
%	17%	0	0.59
		Selling	1.41
%	10%		0.90

Deal at Clacton - on - Sea)

		Linear Sales Rate Analysis				
Total						
Sales %	Unsold %	Completed Sales	Date of Last Sale / Report	Sales Period Months	Sales Rate pcm	
	0	47	Nov-08	57	0.82	
	0	81	Aug-09	60	1.35	
6%	4 5%	76	Nov-11	76	1.00	
	0	29	May-11	49	0.59	
	0	31	Nov-10	29	1.07	
	16 23%	53	Nov-11	36	1.47	
	4 13%	28	Nov-11	35	0.80	
	15 38%	24	Jul-08	39	0.61	
	18 38%	29	Nov-11	31	0.94	
	2 8%	24	Nov-11	17	1.41	
					1.01	
	1 3%	40	Nov-11	53	0.75	
	2 3%	59	Nov-11	51	1.16	
	7 21%	26	Nov-11	51	0.51	
	5 10%	47	Nov-11	42	1.11	
	9 38%	15	Nov-11	29	0.52	
	16 25%	47	Nov-11	39	1.20	
	9 36%	16	Nov-11	28	0.57	
	8 47%	9	Nov-11	8	1.13	
					0.87	
					0.85	
	0	81	AUG-09	60	1.35	
6%	4 5%	76	Nov-11	76	1.00	
	16 23%	53	Nov-11	36	1.47	
	0	47	Nov-08	57	0.82	
	18 38%	29	Nov-11	31	0.94	
	15 38%	24	Jul-08	39	0.61	
	4 13%	28	Nov-11	35	0.80	
	0	31	Nov-10	29	1.07	
	0	29	May-11	49	0.59	
	2 8%	24	Nov-11	17	1.41	
					1.01	
	16 25%	47	Nov-11	39	1.20	
	1 3%	59	Nov-11	51	1.16	
	5 10%	47	Nov-11	42	1.11	
	1 3%	40	Nov-11	53	0.75	
	7 21%	26	Nov-11	51	0.51	
	9 36%	16	Nov-11	28	0.57	
	9 38%	15	Nov-11	29	0.52	
	8 47%	9	Nov-11	8	1.13	
					0.87	
					0.85	