



**CAMERONS  
STIFF & Co.**  
EST. 1982

**RESIDENTIAL LETTINGS  
MARKET APPRAISAL REPORT**

PROPERTY APPRAISED

**35 Rusper Close, NW2 6QS**

DATE

**17th April 2026**

## OUR RECOMMENDATION

Dear Mr Isaacs

Firstly, I would like to take the opportunity to thank you once again for inviting me into your home.

I am pleased to enclose our formal marketing recommendation for residential lettings purposes. This figure has been ascertained through a stringent analysis of recent comparable transactions using both third-party and proprietary data.

In addition, we have augmented this data with a qualitative and speculative approach, utilising our 'on the ground' market insight and transactional expertise.

Please do peruse this marketing recommendation pack. As well as our recommendations, I have enclosed a number of Camerons Stiff Lettings' headline figures and a recent transaction record.

I very much look forward to speaking with you soon.

Kind regards

Yours sincerely

Mr Armun Peeroozee  
Lettings Manager

## PROPOSED MARKETING PRICE

# £1,500 Per Month

## OUR TERMS

Tenant Find 8.00% (+VAT)

Management 12.00% (+VAT)



# WHY CHOOSE CAMERONS STIFF LETTINGS?

## Headline Figures

120

Total Properties Let by  
Camerons Stiff Lettings  
2023-2024

45%

% of properties Let that  
exceeded £2,000 PCM  
2023-2024

18%

% of properties Let that  
exceeded £5,000 PCM  
2023-2024

78

Total properties that are  
currently under  
management 2023-  
2024

64%

Tenancy renewal  
success rate 2023-2024

7

Total specialist Lettings  
& Property  
Management  
consultants



### Unparalleled Listing Exposure

Most reputable agencies will list your property on portals. Camerons Stiff Lettings' services are distinct because we augment portal visibility with a multifaceted marketing strategy.

Our Instagram account has a broad reach, boasting an average 30-day period 'view' rate of over 40,000 individual accounts.

Furthermore, our Salusbury Road office is situated in a commanding position opposite Lonsdale Road. This ensures that young professionals and families that visit the area may view your listing - irrespective of whether they're actively searching online.

We also have an extensive database of registered applicants, search / relocation agents and institutions.



### Exceptional Marketing

Camerons Stiff Lettings specialise in the rental of North West London's most coveted and aspirational homes.

Prerequisites of our proven marketing strategy include best-in-class photography and intelligent property curations with a deep regard for features that make a property distinct.

We will work with you to understand any influences from interior designs, architects or colour consultants.



### A renowned heritage brand

Since 1982, we have built an unparalleled transaction record and are universally recognised for providing an exemplary and distinctly personal client service.

Our name is synonymous with the markets in which we operate. Over the last 40 years, we have developed an estimable reputation that's rooted in integrity, dependability, transparency and success.

The firm was founded by the late Geoffrey Stiff and is still independently owned and managed by the same family.

## CAMERONS STIFF LETTINGS' TRACK RECORD

Camerons Stiff Lettings have managed the successful rental of some of North West London's most aspirational homes. A small collection of our recent transactions are listed below.



**Kempe Road, NW6**  
Listing Price: £8,000 PCM



**Wrentham Avenue, NW10**  
Listing Price: £7,000 PCM



**Mapesbury Road, NW2**  
Listing Price: £3,500 PCM



**Mount Pleasant Road, NW10**  
Listing Price: £7,000 PCM



**Carlisle Road, NW6**  
Listing Price: £6,000 PCM



**Brookville Avenue, NW6**  
Listing Price: £6,500 PCM



**Dacey Avenue, NW2**  
Listing Price: £4,000 PCM



**Brondesbury Villas, NW6**  
Listing Price: £2,600 PCM



**The Avenue, NW6**  
Listing Price: £4,500 PCM



**Purves Road, NW10**  
Listing Price: £5,000 PCM



**Trevelyan Gardens, NW10**  
Listing Price: £7,500 PCM



**'The Mews', Mapesbury Road, NW2**  
Listing Price: £1,950 PCM