

# Market appraisal guide

Powered by Sprift



## List of contents

### Dashboard

- Page 4 Overview
- Page 6 Left-hand property details
- Page 8 Using tabs

### Comparables

- Page 9 Overview
- Page 11 Using tabs
- Page 12 Selecting properties for your reports

### Report builder

- Page 13 Overview
- Page 14 Customising your reports
- Page 15 Interactive microsite

It's really simple to get started creating your Market appraisal guide (MAG). Just type in the address or postcode of the property you want to create the MAG for into the search bar.

Welcome to the Sprift-Powered Property Search page. To view the Dashboard for a property and get started creating your Market Appraisal Guide, search for the address below:

A search bar with a magnifying glass icon on the left and the placeholder text "Search for a property by entering the address or postcode..." inside.

## Dashboard

Selecting a property from the search results will take you through to the dashboard.

Every property in the UK has a dashboard and it's here you can get to know that property and understand its history. You'll find the key property facts down the simple left-hand menu, and can access further information via the tabs across the top menu which will swap out the map to display their contents. We call this the Active Window.

Also along the top menu are the different categories of map pins. Selecting these controls which categories are shown on the map for you. You can display all at once, or focus on just one or two.

# Dashboard screenshot

**Street View of the Property**

**If applicable, view the sales history for this property - dates it sold and for how much**

**Swap out what the Active Window is displaying using these tabs**

**Highlight map pins for the map to display. Selected pins are highlighted**

**Your agency's branding appears here**

**View the key info for the property in this left-hand list, including UPRN & Freehold/Leasehold data.**

**View the Comparables for this property or open the Report Builder.**

**Swap out the survey map for a satellite view or open the Comparables Map to begin assembling a Market Appraisal Report**

**The Active Window - select what it displays using the tabs above**

**Report Builder**   **Comparables**

**ACTIVE WINDOW**

**Map**   **Photos**   **Video Tour**   **Floorplans**   **EPC**   **Planning**   **Sold in Street**   **Market Data**   **Schools**

**For Sale**   **SS1C**   **Withdrawn**   **Recently Sold**   **To Let**   **Letted Building**   **Tree Preservation**   **Land Registry Title Plan**   **Show All Title Plans**

**146, Parker Road, Hastings, TN34 3TU**

**3 Bed Semi Detached**   **UPRN: 100060035743**

**Asking Price: £224,500**   **Land Tax Calculator**

**Land Registry**

**Title Number(S)**  
E538/190

**Tenure**  
Freehold

**Last Sold Price**  
£224,500

**Last Sold Date**  
03/11/2017

**Local Authority**  
Hastings

**Council Tax**  
Band: B  
Annual Price: £1,658.65

**Conservation Area**  
No

**Flood Risk**  
Very Low

**Floor Area**  
893.41 sq ft / 83 m<sup>2</sup>  
EPR1019807021

**Plot Size**  
0.07 Acres

**Mobile Coverage**

**EE**   **Basic**   **7 Mbps**

**Vodafone**   **Three**   **37 Mbps**

**O2**

**Satellite / Fibre TV Availability**  
BT

## Left-hand property details

All the key data for your property has been collected here for easy viewing.

**Street View** We show a Google Street View preview for all properties. You may wish to edit the Street View if it's not quite at the right angle, as this image can be used as a lead image in your report. This can be done easily by selecting the "Edit Street View" option.

**Address Details, Description & UPRN** The full address & property type are displayed here, as well as the UPRN for the property. If something doesn't look right, you can amend this using the "Edit Description" button.

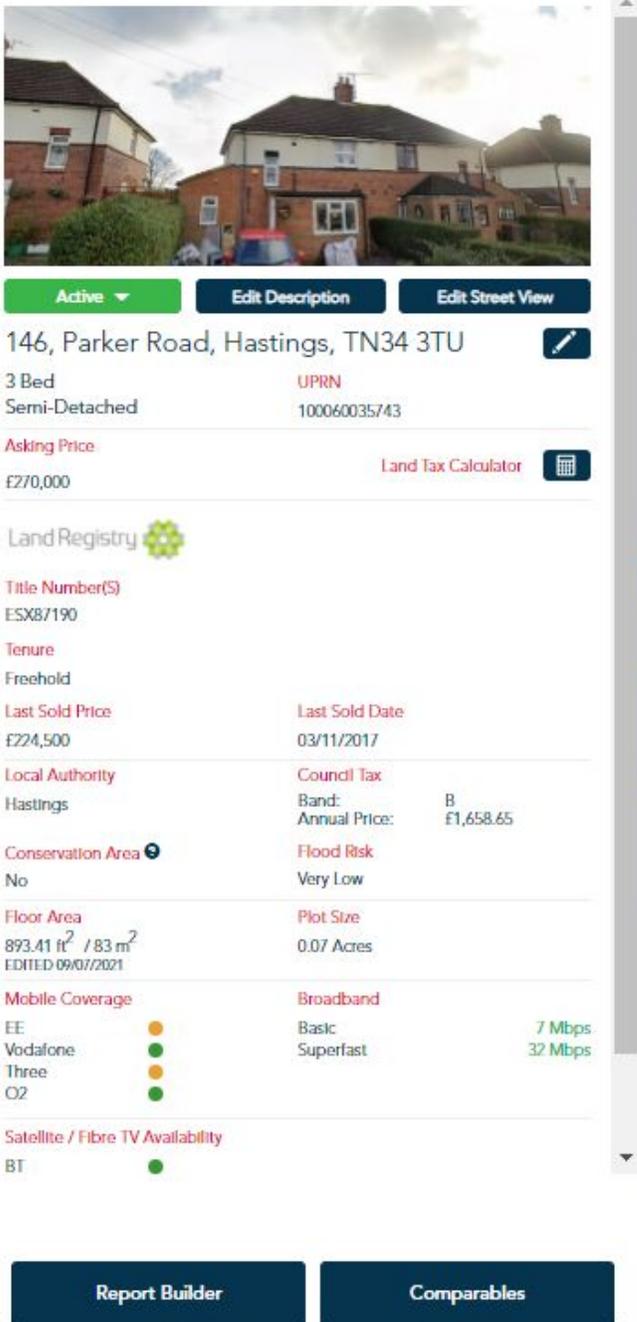
**Price Estimate & Land Tax Calculator** A price estimate based on current market data, and a calculator to work out how much Land Tax would be due depending on the type of buyer. You can overwrite the generated Price Estimate within the "Edit description" options to give a more personalised estimate.

**Land Registry Information & Sold Price History** Up to date tenure and title information, as well as the sales history for the property (if applicable). The MAG contains full leasehold information for the property, including the term length, start & end dates, and term remaining.

**Local Authority Information** All the relevant local information for the property including the local authority, conservation areas and full council tax breakdown.

**Square-Footage Breakdown** Accurate plot size information based on the latest registry data.

**Mobile/Broadband Speeds** Signal information based on calls made indoors and predicted broadband speeds.



Active ▾ Edit Description Edit Street View

146, Parker Road, Hastings, TN34 3TU 

3 Bed Semi-Detached UPRN 100060035743

Asking Price £770,000 Land Tax Calculator 

Land Registry 

Title Number(S) ESX87190

Tenure Freehold

Last Sold Price £224,500 Last Sold Date 03/11/2017

Local Authority Hastings Council Tax Band: B Annual Price: £1,658.65

Conservation Area No Flood Risk Very Low

Floor Area 893.41 ft<sup>2</sup> / 83 m<sup>2</sup> EDITED 09/07/2021 Plot Size 0.07 Acres

Mobile Coverage Broadband

EE Vodafone Three O2 Basic Superfast 7 Mbps 32 Mbps

Satellite / Fibre TV Availability BT

Report Builder Comparables

**Cable/Satellite TV Availability** Displays whether or not the property has been set up to receive fibre/satellite TV.

Property type	Semi-Detached		
(choose type)	Semi-Detached		
Floor area (m <sup>2</sup> )	83.00	Floor area (ft <sup>2</sup> )	893.41
Bedrooms	3	Bathrooms	1
Receptions	1	Separate WC	0
Dining	0	Kitchen / Utility	0
Outside Space	Rear garden	Parking	Sloped park
Year Built	1983		
Property value	Property value (£ or 1)	<b>RESET</b>	
Pricing type	Asking Price		

**SAVE**

Powered By  Know any property instantly

Editing the property description

### Land Tax Calculator

**Purchase price:**

£0

- England/NI
- Wales
- Scotland
- Primary Residence
- First-Time Buyer
- Investment Property
- Non-Residential

£0  
transaction tax payable

Powered By  Know any property instantly

Land Tax Calculator

## Using the tabs

SHOW ON MAP	For Sale	SSTC	Withdrawn	Recently Sold	To Let	Listed Building	Tree Preservation	Land Registry Title Plan	View All Title Plans
ACTIVE WINDOW	Map	Photos Select	Video Tour 0	Floorplans Select	EPC 1	Planning 0	Sold In Street 46	Market Data	Schools

Swapping between screens in the Active Window is easy using the tabs (Map, Photos, Video Tour, etc.) in the top menu. Selecting a tab will update the Active Window to show you the relevant information, and they are highlighted so you always know which tab you are viewing.

### Link Photos To Property

Please Select From Any Of The Properties Listed As For Sale / Previously Sold In The List Below, To Attach Their Images To This Report  
Please Select From Any Of The Properties Listed As For Sale / Previously Sold In The List Below, To Attach Their Floorplan(S) To This Report

#### Live On Market



Parker Road, Hastings, East Sussex



Parker Road, Hastings, East Sussex TN34

#### Sold



156, Parker Road, Hastings, East Sussex TN34 3TU



146, Parker Road, Hastings, East Sussex TN34 3TU



168, Parker Road, Hastings, East Sussex TN34 3TU



166, Parker Road, Hastings, East Sussex TN34 3TU



178, Parker Road, Hastings, East Sussex TN34 3TU



148, Parker Road, Hastings, East Sussex TN34 3TU



154, Parker Road, Hastings, East Sussex TN34 3TU



150, Parker Road, Hastings, East Sussex TN34 3TU

You may find a data field, like the Photos, has not yet been linked. Where this is the case, you'll see links to potential properties, and you can simply click the correct one to link the data to that dashboard.

## Comparables

The Comparables screen allows you to compile a list of comparable properties in the area surrounding your target property. They are divided into five sub-categories based on their current status: *For Sale*, *Sold STC(M)*, *Withdrawn*, *Sold* and *To Let*.

Our comparable properties display down the left hand side, in place of the Key information, and you can navigate between the sub-categories using the options at the top of the list. You can also narrow your results with the criteria now shown in the top menu.

# Comparables screenshot

Each result has a streetview thumbnail and basic info. Select/remove using the button

Results filter pins - click on the appropriate pin to see comparables in that category

Use these drop-down controls to select the criteria for your comparables search

The map pins continue to function as they do on the Dashboard

Adjust the price range for your comparables search using the slider here

The address of the target property is displayed in the top-right corner

Apply your search criteria with this button

When you're satisfied you've added everything you need for your search, select "Report Builder" to start your report

If you wish to return to the Dashboard, hit the button on the lower-left of the map

View the target property and any nearby properties that match your search on the map

**Property Details:**

- 146 Parker Road Hastings TN34 3TD  
SOLD: 09/11/2017  
Price: £250,000  
Floor Area: 12,754 sq ft / 1,181 sq m  
£/Sq Ft: £20.39 Distance: 0.00 mi
- 199 Parker Road Hastings TN34 3UA  
SOLD: 07/11/2017  
Price: £180,000  
Floor Area: 12,500 sq ft / 1,150 sq m  
£/Sq Ft: £14.39 Distance: 0.02 mi
- 181 Parker Road Hastings TN34 3UA  
3 Bedroom, Semi-Detached, F/H  
SOLD: 16/06/2017  
Price: £233,000  
Floor Area: 81.83 m<sup>2</sup> / 877 ft<sup>2</sup>  
£/Sq Ft: £284.24 Distance: 0.03 mi
- 13 Fellows Road Hastings TN34 3TY  
2 Bedroom, Semi-Detached, F/H  
SOLD: 30/10/2017  
Price: £195,000  
Floor Area: 36.00 m<sup>2</sup> / 387 ft<sup>2</sup>  
£/Sq Ft: £538.89 Distance: 0.03 mi
- 205 Parker Road Hastings Hastings TN34 3UA  
SOLD: 01/11/2017  
Price: £250,000

## Using the tabs



The toolbar has been designed to give you a straightforward left-to-right journey as you select the criteria for your search. Work through these one-by-one and refine your options as outlined below.

To begin, click once on the down arrow of the tab you intend to use. This will open a drop-down menu of options under that search criteria. Options like **Distance** and **Date Range** are single-choice options, while **Bedrooms** and **Property Type** let you search for multiple options at once. When you're happy you've selected everything you're after, hit **Apply Search Criteria** to update the results that appear to the left.

## Selecting properties

Comparable properties will appear as individual cards featuring a Street View image and some key information. Tap the **Map** button to centre the map on that property or select the property to feature in your report using **Add To Report**.

Once a property has been added, it will be highlighted and the **Add To Report** button will toggle to **Remove From Report** so you can remove it should you change your mind.

Swap sub-category using the pins at the top of the list. Each sub-category will appear as a separate page in your report, with up to 10 properties to a page. The list will load more results as you scroll so keep scrolling down to find the properties you want.

When you're done, hit the **Report Builder** button and start constructing your report.

For Sale SSTC Withdrawn Sold To Let

- 
- 
- 

For Sale SSTC Withdrawn Sold To Let

- 
- 
- 

For Sale SSTC Withdrawn Sold To Let

- 
- 
-

## The report builder

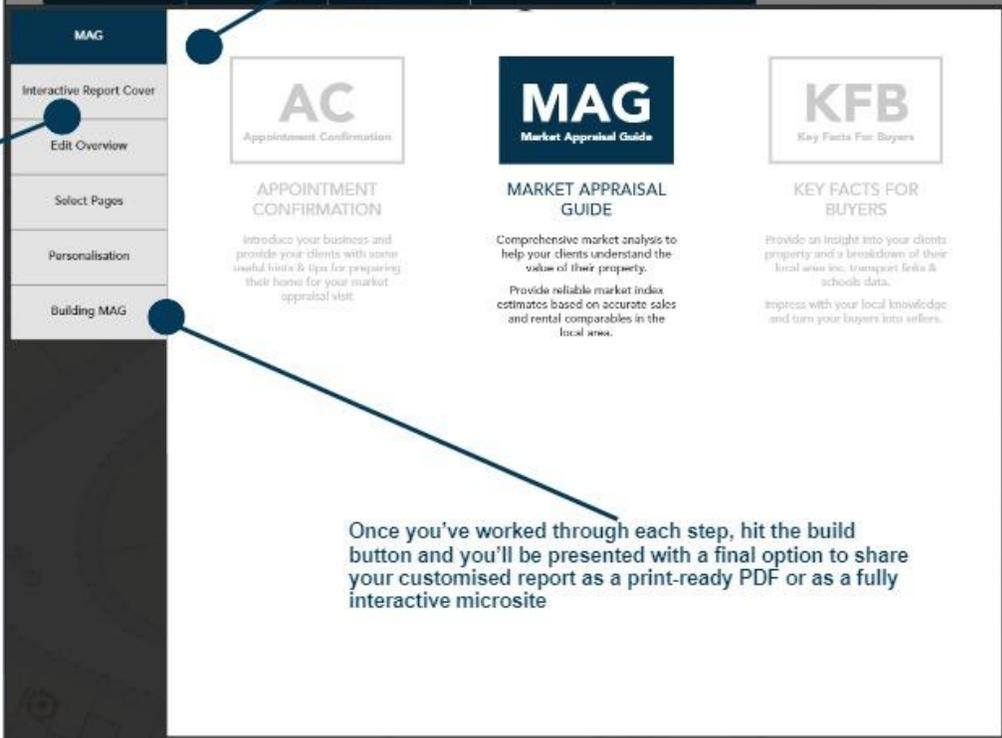
The Report Builder is organised into a step-by-step process. Here you'll set the appearance of your report and choose its content. There are a number of customisation options on offer, allowing you to create a branded and personalised report for your client. You may also exclude certain content from the report if you feel it's not relevant in a given case.

- If you wish to create an interactive microsite, the **Interactive Report Cover** page brings additional opportunities to show off your brand. You can adjust the cover settings to make sure the colours match your brand colours, as well as controlling the background image displayed.
- Under **Edit Overview** you can review the key information for your property, which will be included in the report. If there is something you know we've missed, you can add it here. These details are especially handy to your clients and what you add is saved to our data for next time so you don't have to complete it again.
- **Select Pages** shows you which pages are going to appear in your report. You can select or deselect those you wish to include by clicking the relevant icon.
- **Personalisation** allows you to enter the details of the recipient of your report, which will feature on the front cover of your report. You can add an introduction and a statement to support your valuation here, or other content as appropriate.

## Report Builder screenshot

The left-hand tabs act as the steps to creating your report.

You can tweak colour and image settings to give a true branded experience



Once you've worked through each step, hit the build button and you'll be presented with a final option to share your customised report as a print-ready PDF or as a fully interactive microsite

The screenshot shows a sidebar on the left with a dark blue header 'MAG' and five tabs: 'Interactive Report Cover', 'Edit Overview', 'Select Pages', 'Personalisation', and 'Building MAG'. The main area displays three report preview cards: 'AC Appointment Confirmation', 'MAG Market Appraisal Guide', and 'KFB Key Facts For Buyers'. Each card includes a title, a brief description, and a 'Build' button.

You can share your report as a print-ready PDF or a fully interactive microsite Your report can be opened in a new tab or you can copy the link for sharing.

## Interactive microsite reports

The interactive report allows you to create a dedicated microsite for your property.

- 1 - The cover features clean, bold text, your logo and colours, as well as a full-screen image of the property in the background
- 2 - They have a simple left-hand menu and a widescreen format to maximise the presentation of data
- 3 - They offer a big advantage over PDF reports with a high level of interactivity; such as the explorable schools map