DIRECT INVESTOR SALE GUIDE

Price, timing and control.

A practical guide to comparing an open-market sale with a direct investor route, understanding the hand-offs and deciding what to ask before you proceed.

Prepared for property owners in England

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Two routes. Different priorities.

Neither route is automatically better. Start with what matters most for this property, then compare the trade-offs in writing.

	Open-market sale	Direct investor sale
PRIORITY	Wider marketing and competition	A more targeted timetable
PRICE	May achieve a stronger price	Normally below potential open-market value
TIMING	Set by the market, finance and legal work	A target depends on property, title and investor readiness
BUYER	Found through open marketing	A suitable investor may be introduced
CONTROL	You choose whether to accept an offer	You still choose whether to accept an offer

Five hand-offs.
No hidden leap.

Each stage names who acts, what changes and where the owner's decision remains.

01

Tell Dukes about the property

Share the address, condition, title position and why timing matters.

02

Dukes reviews suitability

The property and circumstances are considered before any investor introduction.

03

Suitable investors may be approached

Dukes may introduce the opportunity. Dukes is not the purchaser.

04

Any offer is passed to you

You decide whether to accept or decline. Ask for the terms in writing.

05

Your legal adviser handles the sale

Your solicitor or licensed conveyancer manages the legal work and completion.

Four things need to line up.

Dukes needs enough information to decide whether the direct route may be realistic for this property.

Property condition and history

A clear account of condition, defects, occupancy and relevant works.

Title and tenure

Freehold or leasehold position, restrictions and information your conveyancer can confirm.

Investor availability

A suitable investor must be available and willing to consider the property.

Your legal adviser

A solicitor or licensed conveyancer ready to act if you accept an offer.

Useful documents

Photo ID, proof of address, title details, lease information where relevant, EPC, property particulars and your solicitor's contact details.

28 days is a target.
Never a promise.

Completion may be targeted within approximately 28 days only when the property, title, investor, offer terms and legal work are all ready.

Property	Condition, access and any relevant history are understood.
Title	Ownership, tenure and legal information are available.
Investor	A suitable investor is available and the offer is acceptable to you.
Legal work	Your adviser can progress searches, enquiries, contract and exchange.

What can change the timing?

Missing title papers, leasehold enquiries, finance, surveys, property information, access, negotiation or either party changing position.

An introduction is not a commitment.

Dukes can introduce the opportunity and pass on an offer. You choose whether to accept or decline, and your own legal adviser handles the sale.

Before you commit	Ask for the price, fees, timing assumptions and material terms in writing.
Before exchange	Nothing is binding before exchange of contracts.
Your decision	An offer is yours to accept, decline or question.
Still not guaranteed	No investor, acceptable offer or completion date can be guaranteed.

Read the terms, not only the headline.

Use these questions to make the conversation specific to your property and your priorities.

01 **Is Dukes the buyer, or the introducer?**

02 **Who is making the offer and is evidence of funds available?**

03 **What price is proposed and how does it compare with an open-market valuation?**

04 **Which fees, charges or deductions may apply?**

05 **Which assumptions must hold for the proposed completion date?**

06 **Can the buyer change the offer after survey or legal enquiries?**

07 **Who pays which legal, search or other costs?**

08 **What happens if either party decides not to proceed before exchange?**

CHOOSE THE USEFUL NEXT STEP

Start with the property.

A useful conversation starts with the address, condition, title position and why timing matters. If price is the priority, request an open-market valuation. If timing matters, ask Dukes to explain whether the direct route may be suitable.

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Important

This guide is general information, not legal or financial advice. Terms, fees and responsibilities must be confirmed in writing for the specific property before you commit.