

Our Ref: 22656

MARKETING REPORT

Property: 84 Crane Street, Salisbury, Wiltshire, SP1 2QD

Prepared for: Ms. Louise Twine

Prepared by: Oliver Chandler Estate Agents

Date: 10th November 2025

1. Introduction

This report provides an update on the marketing activity undertaken in connection with the proposed sale of 84 Crane Street, Salisbury, SP1 2QD. It summarises the marketing strategy, exposure achieved, and current market response to date.

2. Marketing Platforms

The property has been actively promoted across the following key marketing portals:

- Rightmove
- OnTheMarket
- Oliver Chandler Website

A 'For Sale' board has also been displayed prominently at the property since launch to increase local awareness.

3. Agent Background

Oliver Chandler Estate Agents was established in Salisbury in 2018 and operates from offices on Castle Street. The firm handles both residential and commercial property transactions across Wiltshire and the surrounding region. With an average of circa 200 property sales per annum, the agency consistently ranks among the top two agents in Salisbury in terms of sales agreed.

4. Instructions and Property Overview

Formal instructions were received from Ms. L. Twine on 11 April 2025 to market 84 Crane Street for sale as office premises.

Following an inspection of the building and review of previous marketing materials, new sale particulars were prepared. The brochure highlights the following key features:

- Grade II* Listed building
- Central Salisbury location within a mixed-use area
- Character property with potential for a range of commercial or alternative uses (subject to consents)

(Brochure attached)

5. Marketing Activity

- Launch Date: 11 April 2025
- Initial Guide Price: £500,000
- Revised Guide Price (from 29 July 2025): £450,000
- Current Status: Actively marketed

The property has remained continuously advertised across all digital platforms and agency channels.

6. Marketing Performance Summary

Metric	Result
Total Online Views (across all portals)	1,259
Enquiries Received	0
Viewings Conducted	0

Despite strong online visibility, no direct enquiries or viewing requests have been received to date.

7. Market Commentary

Current demand for office accommodation in Salisbury remains limited, reflecting broader market conditions across the commercial property sector. The ongoing preference for flexible or hybrid working arrangements has softened demand for traditional office space, particularly within older, listed buildings where adaptation costs can be higher.

That said, 84 Crane Street remains an attractive, characterful property in a prominent location. Its architectural significance and central setting ensure continued appeal for potential purchasers seeking a distinctive premises for office, mixed-use, or potential alternative use (subject to planning and listed building consent).

8. Conclusion

Marketing efforts have achieved a satisfactory level of online exposure, though direct engagement has been limited in line with current market trends. It is recommended that marketing continues, while exploring potential alternative use options and targeted outreach to specific investor or specialist user groups that may recognise the building's potential.

Prepared by:

Jamie Maslen

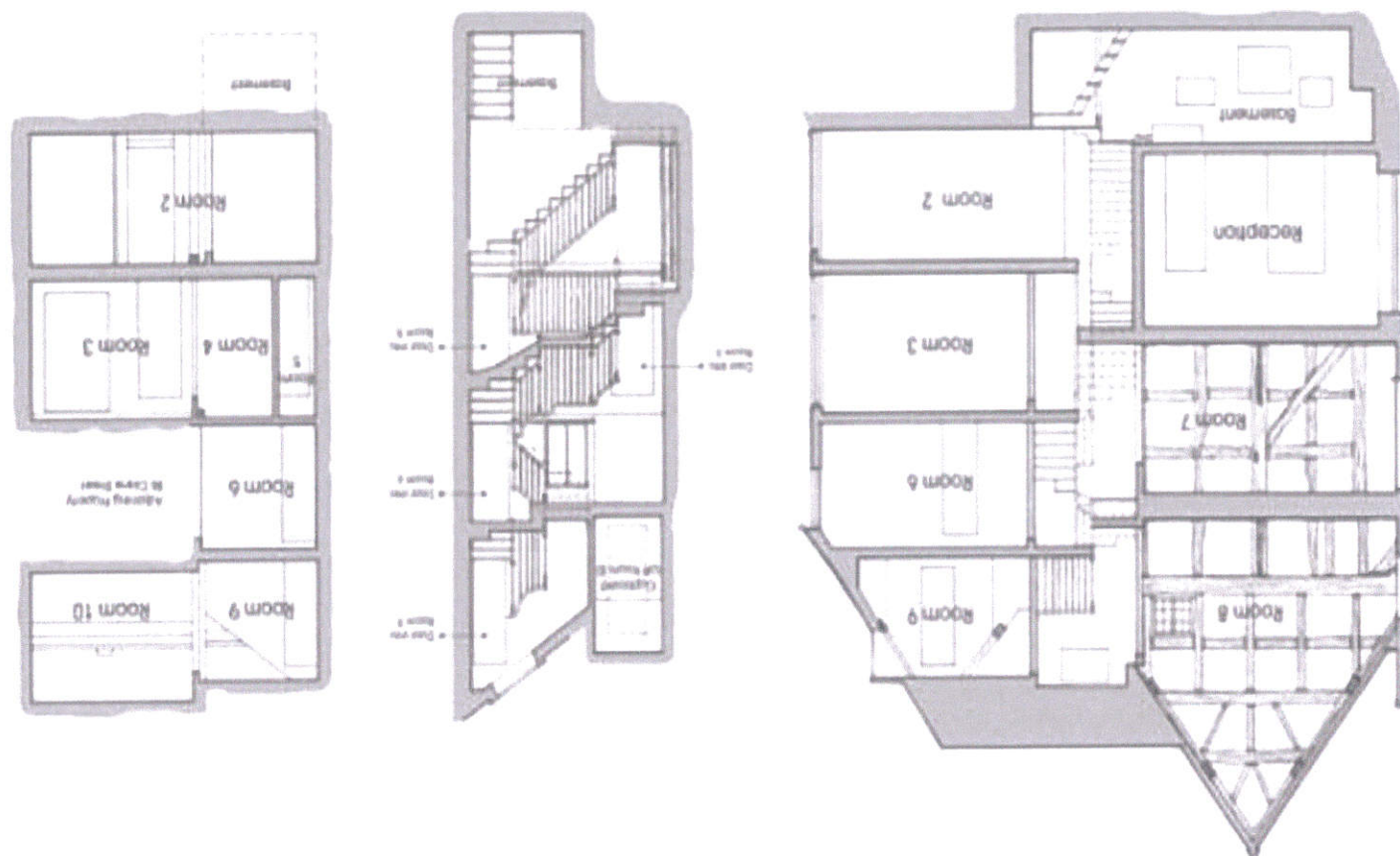
Director

Oliver Chandler

Estate Agents, Castle Street, Salisbury

IMPORTANT: we would like to inform prospective purchasers that these sales particulars have been prepared as a general guide only. A detailed survey has not been carried out, nor the services, appliances and fittings tested. Room sizes should not be relied on for furnishing purposes and are approximate. If floor plans are included, they are for guidance only and may not be to scale. If there are any important matters likely to affect your decision to buy, please contact us before viewing the property.

MONEY LAUNDERING REGULATIONS 2003 intending purchasers will be asked to produce identification and proof of financial status when an offer is received. We would ask for your co-operation in order that there will be no delay in agreeing the sale.



OLIVER
CHANDLER

84 Crane Street, Salisbury, Wiltshire, SP1 2QD

Guide Price £

84 Crane Street
Salisbury SP1 2QD

Guide Price £

FOR SALE HISTORIC COMMERCIAL PROPERTY

Grade II* Listed Office Building with Garden & Cellar- A rare and exciting opportunity to acquire a Grade II* listed character property in the very heart of Salisbury city centre, offering flexible and spacious office accommodation across three floors, with additional features including a cellar and a private rear garden.

This property is steeped in history and bursting with original architectural features, ideal for businesses seeking a unique and prestigious headquarters or investors looking for a versatile and well-located commercial asset. The property is offered freehold and with no onward chain, providing an ideal turn-key purchase.

Key Features

Grade II* Listed historic building full of character
Generously proportioned office space over three floors
Basement cellar -perfect for secure storage or conversion
Enclosed rear garden- a peaceful retreat rarely found in city centre commercial property
Freehold tenure-long-term investment security
No forward chain- swift and smooth transaction
Desirable central Salisbury location- just steps from Cathedral and amenities

Ground Floor: Welcoming entrance hallway Two large office rooms with sash windows and high ceilings Access to the rear garden Stairs to both upper and lower floors Two additional spacious office rooms Kitchen/staff room area WC facilities Second Floor: Further office spaces or meeting rooms with vaulted ceilings Ideal for open-plan working or private executive offices Basement Cellar: A dry and accessible space ideal for storage, archiving, or conversion to meeting rooms (subject to permissions) Outside: Mature private rear garden, perfect for break areas, outdoor meetings, or landscaped presentation.

Location- This property is ideally located on a charming and architecturally varied street within Salisbury's city centre, just a short walk from Salisbury Cathedral, The Old George Mall, and the city's full range of retail, dining, and cultural facilities. The area is known for its blend of historic significance and modern convenience, and the property sits within a vibrant business and residential community.

Nearby transport links include Salisbury Railway Station (approximately a 10-minute walk), offering regular services to London Waterloo (approx. 90 minutes), as well as direct routes to Bath, Exeter, and Southampton. Excellent public transport links and city centre parking options

Potential Investment Appeal While currently arranged as office space, this property offers flexible scope for a range of commercial uses (subject to necessary consents). Possible uses include: Boutique professional offices (legal, architectural, design, etc.) Mixed-use commercial with private consultation or treatment rooms Live/work conversion potential (subject to change of use/planning)

RATES

£5489 PA

