



 **CSquared**

Retail Agency

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## PROFILE



**Name:** Allan Lloyd

**Job Title:** Partner

**Short Bio:** Partner in Charge of Occupational & Investment Agency

### Forward

In an ever changing landscape expert advice is paramount. We pride ourselves on knowing our markets.

CSquared work on the front line, deeply emerged in our core markets, which means that through our technical acumen, unrivalled market knowledge and best in class marketing platforms, we are well placed to deliver outstanding results on behalf of our clients.

Whether you are seeking to acquire or dispose of commercial premises we are able to assist, and work collaboratively with Building Consultancy, Lease Advisory and management teams to maximise returns and minimise risk.

## Services

### Letting

*"Most people think that "selling" is the same as "talking". But, the most effective salesperson knows that listening is the most important part of their job"*

At CSquared, firstly listen to our clients; to interpret what drives them, as no two clients are the same. We host properties on a variety of the leading leasing platforms as well as using SEO, social media and leading CRM and data management software. We pride ourselves on our creative thinking to provide outstanding solutions that are, most importantly, aligned with our clients core objectives.

### Freehold acquisition and disposal

*"He is not a full man who does not own a piece of land" Hebrew proverb*

With most commercial property held as investment, it is rare that a premises comes available with vacant possession. We hold comprehensive ownership databases, and use land registry and business rate data to identify off market opportunities. Our agents are active in the markets we operate within and can advise on likely achievable terms and provide detailed advice on market activity, strategic advice as well as condition surveys, planned preventative maintenance reporting and full management services.

### Tenant representation

*"Success is what happens after you have survived your mistakes."*

We find the most significant error 'non-represented' tenants make is to view acquisition against whether the business can afford the overhead, rather than whether the terms are appropriate in the context of the market. We use our market knowledge to achieve optimal results for clients.

If exiting from a premises, timing is critical, whether through service of break clause or lease expiry, the timeline is paramount to effect a smooth transition.

Dilapidation Liability is also a significant implication and consideration as to whether exit through assignment or sublet might be more appropriate.

Following the scheduling of on and off market opportunities we identify suitable solutions and arrange and accompany site visits. Our expertise in the occupational markets mean that we can minimise costs, not only on rent, but also reduce risk through lease flexibility, but also to mitigate risks in a variety of areas.

## CASE STUDIES



### 12-13 Union Street, Bath

We were appointed by a private client to advise on the re-marketing of the ground floor A1 unit. Our occupational agency team secured a new tenant on improved terms with the upper parts removed from the demise and let with an adjacent building which dramatically improved the income.

CSquared now manage this clients portfolio across a range of assets in Bath, Oxford and Winchester



### Corkage, Walcot Street, Bath - let

CSquared brokered the assignment of this A1 premises on Walcot Street in the Artisan Quarter of Bath. The outgoing tenant was leaving the UK and engaged CSquared to source a replacement tenant. Corkage was a new concept restaurant and wine bar, which has since blossomed into one of Bath's best known and respected eating independent establishments.

"We had been looking for the right site for some time. CSquared approached us directly and sorted a complicated process of tying a change of use application and the transfer of the property."

Richard Knighting, Corkage



### 97 High Street, Marlborough - let

We were appointed to market the premises and secured improved terms to an international brand on improved terms.

"Thanks to everyone at CSquared. A pleasure working with you"  
Private client



### Chapel Row, Bath - acquired

The property was acquired for a Rengen Ltd as development for investment purposes. The client intends to renovate and enhance the building to provide student accommodation at upper levels with 2 retail / A2 units at ground floor for which CSquared are retained to source tenants.

"CSquared brought this opportunity to us prior to marketing which allowed us to undertake due diligence ahead of the market, and recommended a price which satisfied our investment criteria and was sufficient to prevent the vendor from going to best and finals."

## MEET THE TEAM

### Team Department



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