



# The Property Consultants Society

Incorporated 1954

## NEWSLETTER : SPRING 2009

### MESSAGE FROM YOUR SECRETARY

Dear Members

The Property Consultants Society is proud to be one of the oldest Societies of its type in the United Kingdom. We're proud of our history, and proud of the longstanding relationships we have maintained with so many of our Members.

However, we at the Society also believe that to truly represent our Members' best interests for the *next* fifty years and onward, our Society will need to adapt its methods.

The internet has revolutionised the way the world does business, not least in that it offers exciting new opportunities for networking and communication. The Property Consultants Society already has its own piece of cyberspace at [www.propertyconsultantssociety.org](http://www.propertyconsultantssociety.org), and we have recently been looking at ways that we can use that space more effectively to support you as Members, and increase the service that you receive from your Society. We'll be making these changes gradually over the next few months - meanwhile you will of course continue to receive newsletters and communications from us by post as you always have (unless you choose otherwise!)

By the time you receive this newsletter, our new, secure online Members Area will be fully operational and we hope you will take the time to have a look at it and let us know what you think. There are full instructions on the following pages.

On behalf of the Directors of The Property Consultants Society, we hope you like the changes we are making to the way in which we present ourselves and will agree that embracing the opportunities that new technology has to offer is essential in preserving the future of this, your proudly historic Society.

Company Secretary

David J May

### AGM UPDATE

The 2008 Annual General Meeting of The Property Consultants Society was held on Friday 19 December 2008.

The main business of the AGM was to approve the content of the Property Consultants Society 2008 Directors Report, which members are reminded is available to view on our website.

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### YOUR COUNCIL MEMBERS

C.C. Mortiboy M.P.C.S. (President)  
D.A. Jones M.P.C.S.  
M.E. Swan M.P.C.S.  
R.M. Kerslake M.P.C.S.

Company Secretary: David J. May

### 2009 "MIGHT NOT BE AS BAD AS WE THINK"

*Hamptons give reasons to be cheerful*

#### ***Downturn could be over by "the middle of this year"***

*The predicted UK economic recession has finally arrived, and its impact on the property market can no longer be denied. However, for those in the sector with the capacity to ride out the initial storm, the news isn't as bleak as it might appear, claims at least one leading international Estate Agency.*

A recent press release from Hamptons International lists what it describes as "some of the key reasons to remain optimistic" in 2009 - despite what we may be reading in the newspapers.

Falling bank base rates may be bad news for savers, but they're good news for borrowers, ultimately increasing affordability for many, say Hamptons, who also predict that mortgage finance will increase during the course of the year through a combination of Government pressure and demand for banks to increase liquidity.

Lower prices also enhance affordability, and with £Sterling's poorer performance on the global stage, the UK should see a sharp increase in the number of prospective buyers from overseas, says the company, which currently staffs 85 offices worldwide.

The day-to-day life of estate agents will be made easier in the current climate, with vendors having more realistic expectations for the market value of their properties say the group:

*"This was not the case at the beginning of last year and we had an uphill battle to close the expectation gap between buyers and sellers. Those looking to sell now are generally extremely motivated."*

The report also suggests that the fall in the market could soon be about to slow.

Stock of available property is down 25% since May last year according to Hamptons figures, and a reduction in supply will take some downward pressure off prices, it's claimed.

In fact, the consensus that prices have already dropped by 20-25% since their peak in Summer 2007 can itself be seen as positive news, if the view that the overall drop will be in the region of 30% is taken into consideration.

*"We believe that the sharp correction in house prices that took place throughout 2008 will positively impact the 2009 housing market, as people begin to realise that the worst of the house price falls have already happened, boosting optimism and confidence and encouraging growing numbers of prospective buyers to start their search for a new home,"* comments Marc Goldberg, head of residential sales. The report suggests that this could be as early as "the middle of this year."

And finally, the agency - which in its 130 years of trading has weathered a recession or two - urges readers to remember that every cloud has a silver lining - in this case, "pent-up demand."

*"Research from across the Hamptons network indicates that plenty of people have a desire to move but have delayed their plans due to falling house prices. This suggests that as soon as any positive news is reported we will see a strong pick up in demand."*

#### **SIGN UP TO RECEIVE YOUR PCS NEWSLETTER BY EMAIL**

Simply email:

[info@propertyconsultantssociety.org](mailto:info@propertyconsultantssociety.org)

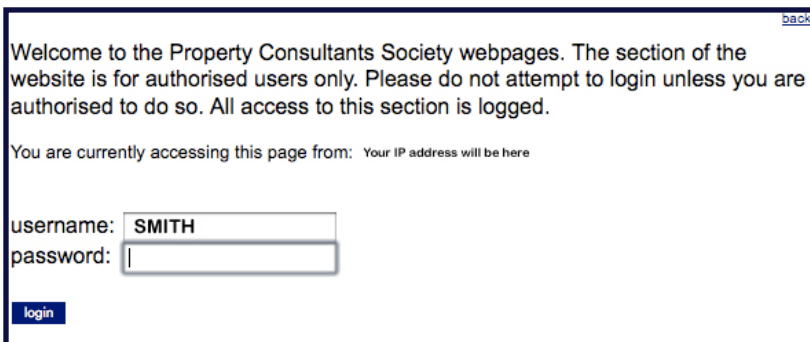
with "Request newsletter by email" in the subject header, and we will amend your records.

# FOR YOUR EYES ONLY

## HOW TO ACCESS OUR ONLINE MEMBERS' AREA

*It's easier than you think!*

- ★ Go to the main Property Consultants Society website:  
[www.propertyconsultantssociety.org](http://www.propertyconsultantssociety.org)
- ★ From the blue list on the left hand side of the homepage window, select "Members"
- ★ You will be directed to a new screen that asks you for a username and password.



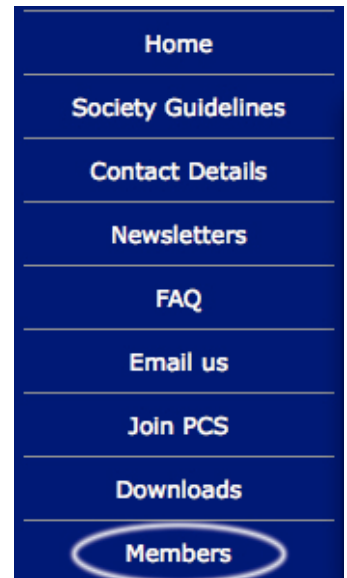
Welcome to the Property Consultants Society webpages. The section of the website is for authorised users only. Please do not attempt to login unless you are authorised to do so. All access to this section is logged.

You are currently accessing this page from: Your IP address will be here

username:

password:

[login](#)



- ★ In the username box, type your **surname** in uppercase letters (e.g. SMITH)
- ★ In the password box, enter your Property Consultants Society roll number - **without** the letter that donotes your level of membership (A, F, H etc.) The numbers will appear on screen as dots - this is normal!  
*Top Tip - your roll number appears on the certificate displayed in your office!*
- ★ When you have entered your details, click on the blue "login" button.



### TROUBLESHOOTING (If all has not gone smoothly...)

**Do we have correct details for you?**  
If your name is spelled incorrectly in our database, it will be incorrectly stored as your login. Look at the envelope this newsletter came in (then let us know!)

**Has your roll number changed?**  
If you have upgraded your Membership or rejoined PCS after a long absence, your roll number may have changed. If in doubt, contact us.

**Is your Membership up-to-date?**  
The Property Consultants Society reserves the right to withhold access to its online Members Area in the case of lapsed Membership. Are you in the "Hall of Shame..?" (See page 4 for details!)



# MEMBERSHIPS

## PCS COMINGS AND GOINGS

### UPGRADED

We would like to congratulate the following Members on becoming Honorary Members of the Property Consultants Society:

**Peter Body** (986F) of Thurso, Caithness  
and  
**Rodney Bisiker** (1545F) of Clifton, Bristol

## MEMBERSHIP CERTIFICATES

### WHERE DO YOU KEEP YOURS?

Displaying your PCS Membership Certificate is one of the conditions of Society membership.

PCS can issue replacement certificates if yours has seen better days, or even offer a framing service for your certificate for just £15 including postage.

*A new framed certificated takes approx. 2 weeks from receipt of order. Please make sure you include a delivery address with your order, and state how you would like your name to appear on your certificate.*

## AVOID THE PCS HALL OF SHAME

Set up an annual Standing Order or Banker's Draft, and your Membership Fees can be automatically collected.

Contact us for further details.

**HAVE YOU GOT A NEWS STORY THAT YOU WOULD LIKE TO SHARE WITH OTHER PCS MEMBERS? CONTACT US AND LET US KNOW!**

## HALL OF SHAME

The following Members' subscriptions are now overdue:

**David Bradshaw** (722F) Parkgate, Cheshire

**Derek Brennan** (3127F) Malaga, Spain

**Healy Hynes** (3119F) Athlone, Ireland

**Elizabeth Manning** (3147F) Wisbech, Cambs

**David Watney** (2815F) South Holmwood, Dorking

**Paul Wesley** (3027F) Stourbridge, W Mids

The following Memberships will be **deleted** unless prompt payment is received.

**Julian Alexander** (3045F) Hythe, Kent

**Anthony Cox** (2372F) Knebworth, Herts

**Panayiotis Papakyriacou** (2962F) Archway

**Maxine Peller** (1963F) Southgate

**Giles Perry** (3052F) Early, Berks

**Lynne Stockdale** (2415A) Northumberland

**Robert Walker** (2964F) Darlington

The following Memberships have been **deleted** for non-payment:

**Alex Ayazi** (3154A) Northolt, Middlesex

**John Easton** (3102F) Southampton

**Gregory Jackson** (3085A) Bolton

**Steven Keane** (3022F) Bolton

**Gary Margo** (2590F) London NW10

**Wayne Saxton** (3122F) Lancs

**Deitmar Smith** (2281F) Luton

**Dennis Taylor** (685F) Torquay, Devon

# YOUR SOCIETY

## NEW MEMBER REFERRAL OFFER

### **The Property Consultants Society is currently welcoming new applications for Membership.**

In recent years, we have wished many of our long-standing Fellow and Associate Members a happy and healthy retirement. We have also seen an increase in our number of Honorary Members.

As a result, the time has now come when we must open the doors to the next generation of Property Consultants Society Fellows and Associates - a process that we feel should start from within the Society itself.

In coming months, we will be advertising in various industry publications in the hope of attracting candidates able to demonstrate appropriate commitment to their industry sector and references to illustrate their suitability for membership of the Society.

However, we have also traditionally found that recommendation from an existing Property Consultants Society Member is one of the most successful methods of attracting suitable nominees.

Until **30 September 2009**, we would like to offer current Members of the Society an incentive to recommend a colleague or associate that they feel would make a valuable addition to our Society. Until this date, any Member successfully referring a new Associate or Fellow Member to the Society will receive a case of wine (6 mixed bottles) delivered to their door (UK addresses only.)

To receive this offer, the new Member's application must be received in full and the appropriate fee paid in advance of the closing date.

There is no limit to the amount of referrals an existing Member can make, so what are you waiting for? Recommend The Property Consultants Society today, and you could soon be raising a glass to your Society's generosity!

*To qualify for your referral, please complete and return this short form. When your referred new member's application has been processed, we will ask them to confirm you as the person referring them to PCS (Each new member will only be allowed to credit one referrer!) Multiple photocopies are acceptable.*

Your Name:

Your Roll Number:

Name of referred new Member:

Contact telephone number and email address:

You:

Referred new Member:

Cheers!



# KEEPING IN TOUCH WITH YOUR SOCIETY

## NETWORKING WITH OTHER MEMBERS

The Property Consultants Society has always been keen to encourage and enable peer to peer networking amongst its Members.

However, as a Society hoping to meet the needs of a variety of busy professionals, we appreciate that traditional solutions such as breakfast clubs and regional networking groups are not always the most practical solution.

In an attempt to gauge demand for increased networking opportunities amongst our Membership we have registered an online forum with Google Groups:

<http://groups.google.com>

which we would like to encourage our Members to use as a vehicle to communicate both with their Society and with each other.

Google offers the facility for many thousands of groups to host online forums in this way. Our group is here:

<http://groups.google.com/group/pcs-members>

If you do not already have a Google account, you will be prompted through an initial sign-in process the first time you attempt to access our forum. (Members are encouraged to create their own login and password to register with this group.)

Once registered, you could be chatting with other Property Consultants Society Members around the world in a matter of minutes.

The group is administered and monitored by PCS Secretary, David May, and there will be the facility to ask questions of your Society's officers, as well as post news stories that you think will be of interest to other Members and discuss issues that affect your industry sector. This facility is free-of-charge and in addition to the online services offered by The Property Consultants Society's own website.

We hope that our new Google Group will quickly prove to be of genuine benefit - but that will only happen if it's used!

Why not give it a go today?

## AN INTERNATIONAL OPERATION

You may remember that your last newsletter featured a profile of Society Member Solomon Levy, the Mayor of Gibraltar.

After speaking with Mr Levy, curiosity led us to look again at the location of the rest of the Property Consultants Society's Membership, and we were heartened to see Members in locations as far-flung and exotic as the West Indies, Australia, Hong Kong and Malaysia.

We hear the phrase "global economy" used a lot nowadays, and would like to ask our overseas Members if they would be willing to share the benefits of their diverse experience with our local Society Membership.

In what ways do the property markets in other locations differ from that in the UK? Are there lessons that practitioners who only have experience of our domestic markets could take from markets in other parts of the world? Do vendors need a HIP in Honolulu? Can one get gazumped in Gaziantep or Gonggar?

To share a story with other Society Members, please do get in touch. The Summer edition of the PCS newsletter could be featuring your story in this column!

## CONTACTING PCS

You can contact your Society:

By email:  
[info@propertyconsultantssociety.org](mailto:info@propertyconsultantssociety.org)  
Through our website:  
[www.propertyconsultantssociety.org](http://www.propertyconsultantssociety.org)

By Post:  
The Property Consultants Society  
Basement Office  
Surrey Court  
1, Surrey Street  
Arundel  
West Sussex  
BN18 9DT

By Fax: 01903 889590  
By Telephone: 01903 883787