

CASE STUDY

HOTEL + LEISURE



MARKETING AND DISPOSAL OF THE STANTON MANOR HOTEL, WILTSHIRE

TEAM
Hotel + Leisure Team London

LOCATION
Stanton Manor Hotel, Stanton St Quintin, Chippenham, Wiltshire, SN14 6DQ

CLIENT
Private Client

DATES
February 2024

PROJECT SUMMARY

We were instructed by the Client to market the freehold interest of the Hotel by way of asset sale as a going concern hotel business.

SUMMARY

Graham + Sibbald were instructed, following an introduction by Onecall Hospitality, by the owners of the charming Stanton Manor Hotel to market the freehold interest in the property by way of asset sale as a going concern hotel business.

The property is an attractive former manor house dating from around 1840. The hotel benefits from being located in an attractive historic Wiltshire village, while being in easy reach of the popular destinations of the Cotswolds and Bath.





APPROACH

Clear and appropriately detailed marketing particulars were produced by G+S's 'in-house' support team. In addition, a data room was prepared that was comprehensive and included helpful guidance notes to assist potentially interested parties to understand the information contained therein.

The hotel was initially marketed on a confidential basis, but after an appropriate period of time the client agreed to openly market the hotel to expedite the sale process. Following the comprehensive national marketing campaign, terms were negotiated and agreed to sell the hotel to a local business owner. However, G+S involvement did not stop at this point; G+S worked with all parties to progress the sale through the legal process to see the transaction through to a successful completion.

RESULTS

Having progressed a phased marketing campaign, a disposal of the hotel was concluded within a 12-month period at a sum close to the asking price of £2,500,000.

ADDED VALUE

As demonstrated above, G+S executed a disposal strategy in a timely manner and achieved a pricing outcome that met original expectations. This was achieved through a focussed approach to the marketing, preparing a comprehensive data room to aide interest parties' evaluation of the opportunity and working closely with other professional advisors during the legal process.

WHY G+S

At Graham + Sibbald we have an extensive specialist team that advises on hotels across the length and breadth of the UK.

Our united team's expertise allied to their market knowledge, hard work, dedication and focus on client service means that Graham + Sibbald excels at delivering results for clients, whether it be a valuation for secured lending or the disposal of a hotel asset. It is this high level of service and achieved results that means we work on behalf of a wide range of hotel owners, operators, developers and investors.

If you are considering a hotel disposal, please do not hesitate to contact us to find out how we can tailor our service to your needs and optimise the money you receive from a sale. Clients are more than just another instruction to us.

DELIVERING MORE + CARING MORE

Key contacts:



James Williamson
Director
james.williamson@g-s.co.uk
07717 361 856