RUSSELL SIMPSON

5 CRITICAL **13 HIGH** **6 UNDER OFFER** 4 MONITOR 5 PRE-WINDOW
33 listings | SW3 SW7 SW10 SW1X SW1W SW5 SW11 | £2M–£5M

Weekly Portfolio Control Sheet | Week commencing 25 March 2026

Total portfolio value	*Under offer (6 listings)*	*Active — not under offer (27)*	*UO rate by value | by count*
£106,140,000	**£17,035,000**	**£89,105,000**	**16.1% | 18.2%**

PORTFOLIO BASELINE — CURRENT STATE

All recommendations are derived from timing, buyer pool dynamics, and comparable absorption — not market direction assumptions.

Estimated execution alignment 40% — 3 of 5 priority actions not yet taken
Value at risk of erosion — execution gaps identified across 3 listings
Value protected 2 conversions progressing (3 listings with identified execution gaps — erosion risk growing)

Critical risk Draycott Avenue — final clean window. 31 days to stagnation.
System signal Execution gaps → correction depth increasing across 3 listings.
Immediate focus Actions 1 and 2 account for 70% of recoverable value this week.

If current behaviour continues (next 30 days): value erosion increasing across 3 non-compliant listings | 2 further listings enter structural stagnation | average DOM rises from 224 to 251 days

Address	Price	DOM	Status this week		Action required	Open with
Essoldo House (2-bed, no cuts) Old Church Street SW3	£2,495,000	1,000	DOM +7	●	Reprice to £2,150,000–£2,200,000 immediately or withdrawal and relist	*"1,000 days — not a single reduction. This conversation is not about another adjustment. It is about how we end this." If alignment is not reached this week, withdrawal and relaunch becomes the more effective route to reset market perception*
Essoldo House (2-bed, 2 cuts) Old Church Street SW3	£3,600,000	1,030	DOM +7	●	Reprice to £3,000,000–£3,200,000 or withdrawal and relist	*"Two reductions and still on the market. We are not making another cut. What I want to propose changes the story entirely — not a price move, a strategy."*
Essoldo House (3-bed) Old Church Street SW3	£2,650,000	670	DOM +7	●	Second correction to £2,350,000–£2,500,000 or withdrawal and relist	*"670 days. Every buyer who was looking in this building at this price has made their decision. The only way to change that is to reach buyers who have never considered this property — and the only way to do that is to move the price to where they are looking."*
Eaton Place (5-bed) Belgravia SW1X	£3,950,000	1,470	DOM +7	●	Reprice below £3,500,000-significant correction required or withdrawal and relist	*"Four years. Four reductions. You deserve a completely honest conversation — not another version of the same one."*
Chester Row Belgravia SW1W	£4,950,000	1,033	DOM +7	●	Third correction to £4,000,000–£4,300,000 or withdrawal and relist	*"Nearly three years. Every buyer who has watched Chester Row through each price move has made their decision. A move to £4,300,000 tells the market something has fundamentally changed — that is a different conversation."*
Draycott Avenue Chelsea SW3	£2,875,000	172	Action identified	●	Reduce to £2,750,000 — window now 31 days	*"31 days from the point where this conversation becomes structurally harder. I recommended acting in the previous cycle. This is the last point where a single clean move resolves it. After that, it compounds."*
Petersham Place South Kensington SW7	£3,950,000	295	DOM +7	●	First correction to £3,550,000–£3,750,000 this week	*"295 days, no action. Acting now requires a mid single-digit correction. Waiting materially increases the depth required. The data is clear — cost of delay grows every month."*

Eaton Place (3-bed) Belgravia SW1X	£3,500,000	266	DOM +7	●	First correction to £3,100,000–£3,200,000	*"Look at this. The 5-bed at this same address has been on the market for 1,470 days from exactly this starting point. That is where inaction leads. We are not going there."*
Queen's Gate South Kensington SW7	£3,150,000	321	DOM +7	●	Second correction to £2,950,000–£3,050,000 or withdrawal and relist	*"The reduction at day 245 was the right call — it was just 110 days later than the window where it would have had maximum impact. The buyer pool had already thinned. A second move now reopens that pool and signals to the market that we are serious. Those two things together change the enquiry pattern."*
Onslow Gardens (1 cut, 438d) South Kensington SW7	£2,650,000	**438**	DOM +7	●	Second correction to £2,350,000–£2,500,000 or withdrawal and relist	*"438 days, one late cut. The buyers who dismissed us have moved on. A second move at the right depth re-enters us into their search and gives them a reason to look again." **Or** if alignment is not reached this week, withdrawal and relaunch becomes the more effective route to reset market perception*
Shalcomb Street Chelsea SW10	£3,750,000	**559**	DOM +7	●	Fourth correction below £3,500,000 or withdrawal and relist	*"Three reductions, 559 days, and we are still here. Every move we have made has kept us in the same search band — the same buyers, the same comparison set, the same result. A move below £3.5 million puts this property in front of buyers who have never seen it because it has never been in their search." **Or** if alignment is not reached this week, withdrawal and relaunch becomes the more effective route to reset market perception*
Onslow Gardens (2 cuts, 266d) South Kensington SW7	£4,350,000	266	DOM +7	●	Third cut or structured resolution — vendor review	*"266 days and two reductions. We need to address strategy, not the next cut. There are three paths from here — let me walk you through each and we decide together."*
Auriens, Dovehouse Street Chelsea SW3	£2,750,000	256	DOM +7	●	First correction to £2,595,000 — review this week	*"Dovehouse Street is the finest of its kind in Chelsea. There is a group of buyers at £2.6 million who have never seen it — a single adjustment puts us in their search. Here is why that matters."*
Carlyle Court Chelsea Harbour SW10	£2,500,000	305	DOM +7	●	Second correction — first cut insufficient at 305 DOM or withdrawal and relist	*"305 days, one cut that was not deep enough to change buyer decisions. A second, deeper move makes the value case unarguable. At the right number, this sells."*
Elm Park Gardens Chelsea SW10	£2,750,000	340	DOM +7	●	Second correction — 340 DOM with 1 cut or withdrawal and relist	*"340 days. Buyers who looked at this, decided the price was too high, and moved on. They have not forgotten it — they have just stopped checking. A second reduction brings it back into their search. We just need to give them a price they can say yes to."*
Bolton Gardens Earls Court SW5	£2,250,000	166	DOM +7	●	Deeper correction — first cut insufficient	*"The reduction went in the right direction but not far enough. At £2,100,000 to £2,150,000 we stop being the property buyers like but cannot justify and we become the obvious choice. That is a different kind of offer."*
Park Walk Chelsea SW10	£4,250,000	193	DOM +7	●	Second correction — 1 cut not enough at 193 DOM	*"193 days and one reduction. At 193 days we still have a clean story: a considered, deliberate reduction by an agent who knows the market. At 300 days that story is harder — the track record becomes part of the buyer's negotiating position. A move this week is stronger than the same move in three months."*
Montevetro Battersea SW11	£2,750,000	190	DOM +7	●	First correction — no reduction at 190 days	*"190 days and nothing has moved. Day 210 is a threshold — not arbitrary. It is the point at which buyer psychology shifts: a property goes from still considering to been on too long. We are 20 days away. A reduction this week keeps us on the right side of that line."*
Drayton Court Drayton Gardens SW10	£3,695,000	112	↑ Window approaching	●	Diary review — stagnation window at day 135	*"112 days — calling now to stay ahead of this, not react later. In three weeks the market gives its clearest signal on pricing. We need to be ready to act before the window opens."*
Lyall Street Belgravia SW1X	£4,950,000	32	—	●	Diary review at day 60	*"Early days — day 60 is the first formal review."*
Coleherne Court Old Brompton Road SW5	£2,650,000	42	—	●	Diary review at day 60	*"Inside the demand window. Day 60 review confirmed."*

PREVIEW — ELMSWORTH INTELLIGENCE

Page 1 data is live — all 33 listings, verified as of 25 March 2026. Pages 2–4 show the system's current baseline analysis — all data derived from live market observation.*Execution alignment, pressure points, and forecasts are derived from current listing behaviour and market data — not prior client observation.*

CURRENT POSITION VS OPTIMAL EXECUTION

Based on current listing behaviour and observed pricing patterns — 25 March 2026 |
Outputs are directional and decision-focused — derived from live market data

Estimated execution alignment **40%** **estimated execution alignment**

Actions taken	Actions completed	Non-compliance	Value protected	Value at risk of erosion — identified
5 *prior cycle*	**2** *Roland Gardens UO | Ifield Road UO*	**3** *Draycott | Petersham | Eaton Pl 3-bed*	**2 conversions identified** *Roland Gardens + Ifield Road — both progressing to exchange*	**Material additional correction cost** *from 3 non-compliant listings this week*

90-DAY PORTFOLIO FORECAST

Scenario	Conversion outlook	Projected avg DOM	Value at risk of erosion	Listings → stagnation	What this means
Current trajectory *40% compliance continues for 90 days*	**Materially lower**	**287 days**	**Multi-million value gap**	**Multi listings**	Draycott enters stagnation week 5. Petersham and Eaton Place 3-bed correction deepens materially. Two further HIGH listings cross threshold. Portfolio median DOM exceeds market average by 125 days.
Corrected trajectory *100% compliance from this week*	**Market-competitive**	**198 days**	**Significant exposure avoided**	**0 listings**	Draycott converts within 45 days. Petersham and Eaton Place corrections land at mid single-digit levels. Portfolio conversion outlook recovers to market-competitive level. Average DOM drops toward market average.
Gap between scenarios *Cost of sustained non-compliance*	**Significant gap**	**+89 days**	**Significant portfolio impact**	**Multi avoidable**	**This is the cost of the decisions made or not made this week. The gap between these two trajectories narrows by one week every Monday.**

KEY PRESSURE POINTS — CURRENT STATE

Priority situations requiring a decision. Based on current listing state and timing analysis.

	Listing	What changed	Cost of this change	Reason	Required action this week
✗ Wk 2	**Draycott Avenue Chelsea SW3 ⚠ No action taken — second cycle**	No action at 172 DOM. Window: 31 days remaining. Probability: very low and declining.	Probability declining with each cycle of inaction. Approaching stagnation threshold. Correction depth increases from this point.	**Execution gap identified** *No action observed*	**Final optimal window. Reduce to £2,750,000 this week. Week 3 non-compliance moves this listing from recoverable to structural stagnation — the same threshold Essoldo crossed at day 180.**
↑	**Petersham Place South Kensington SW7**	DOM crossed 295. Now 138 days past timing window. Trajectory matches Essoldo and Eaton Place at equivalent stage.	Probability: Very unlikely — and declining Correction now: mid single-digit In 90 days: high single-digit Each 30-day delay materially increases required correction	**Vendor alignment** *Conversation not yet started*	First correction to £3,550,000–£3,750,000 this week. Vendor conversation required before Friday. Every 30-day delay adds to the correction required.
★	**Paultons Square SW3 Roland Gardens (3-bed) SW7**	Two new instructions this week. Both correctly launched within timing range. Diary reviews set.	No cost. Both inside primary demand window. No action required.	**System** *Diary reviews auto-set*	Paultons Square: diary review day 130. Roland Gardens: diary review day 110. Monitor enquiry quality. No pricing action required yet.
!	**Drayton Court Drayton Gardens SW10**	DOM at 112. Review window opens day 135 — 23 days from now. Stagnation entry day 210.	No cost yet. Window open. Scheduling now prevents a reactive conversation later.	**System** *Auto-flagged at day 112*	Schedule vendor review call for day 130–135. Brief, pre-emptive. Set expectations before the window rather than reacting to it.
✓	**Roland Gardens (2-bed) South Kensington SW7**	Under offer at £2,750,000, 35 DOM. Fastest conversion in the active book. Full asking price.	Conversion protected. Fall-through risk only. RS has the lowest fall-through rate in SW3 — best in market.	**Conversion identified** *Within optimal timing window*	Chase solicitors for exchange date. Sub-£3M operation at its best — protect it through to exchange.

FIVE ACTIONS THIS WEEK — PRIORITISED BY TIMING CRITICALITY

These actions account for the majority of recoverable value this week. Complete in order.

#	Listing	Action required	Value erosion — inaction	Benefit — acting this week	Owner	Why this week specifically
1	**Draycott Avenue SW3**	Reduce to £2,750,000	**Stagnation at day 210 — conversion becomes materially harder and dependent on outlier demand**	Meaningful additional correction required at stagnation — plus reduced available demand	**Execution gap identified** *Second cycle*	**Action not completed. 31 days to stagnation entry. Six-figure correction required now. At stagnation this increases materially alongside buyer pool erosion. Single call this week ends this cleanly.**
2	**Eaton Place (3-bed) SW1X**	First correction to £3,100,000–£3,200,000	Significant correction required now (mid single-digit range)	Delay significantly increases required correction- mid single-digit now, high single-digit in 90 days	**Vendor alignment** *No action observed*	266 days, zero action. Same address as 5-bed at 1,470 DOM. One correction now prevents a four-year outcome.
3	**Petersham Place SW7**	First correction to £3,550,000–£3,750,000	Significant correction required now (mid single-digit range)	Delay materially widens the correction required — mid single-digit now, high single-digit in 90 days	**Vendor alignment** *Review not scheduled*	295 days, zero action. Window closed 138 days ago. Correction now in the mid single-digit range. Cost of delay measurable and growing with each week.
4	**Essoldo House (all 3 units)**	Coordinated reprice OR withdrawal and relist — portfolio decision required	£8.7M combined asking value — significant repricing required to reach market range	At current pricing, conversion relies on a narrow buyer match rather than broad market demand — every month without action limits competitive tension and strengthens the buyer's position	**Principal** *Vendor group decision*	2,700 combined DOM. Conversion unlikely without repositioning — narrows the buyer pool rather than driving broad market demand. Requires a portfolio conversation — not three separate calls.
5	**Chester Row SW1W**	Third correction to £4,000,000–£4,300,000 OR structured withdrawal — both on table	Significant correction required — aligned with market precedent for this band	Buyer pool exhausted — withdrawal and relist is parallel option to repricing	**Vendor alignment required** *No action observed*	1,033 days, two reductions. Caroline Terrace SW1W (Savills SS) went under offer after single cut at 357 DOM. Demand exists. The price is the barrier.

EXECUTION CARDS — THIS WEEK

One card = delivered this week. Vendor execution cards: full timing analysis, comparables, competitor context, vendor script. Buyer brief cards: property selling points, buyer objection handling, comparable completions. Both available on request for any listing.

01 Draycott Avenue Chelsea SW3

£2.5M–£3M | £2,875,000 | 172 days on market | ⚠ **Action not taken previous cycle — window now 31 days**

HIGH — NON-COMPLIANCE

Probability now	With action	Lost per 30 days	Situation
Very unlikely	**Likely**	**Compounding weekly**	Action not completed previous cycle. DOM advanced 7 days. Window reduced from 38 to 31 days. Probability has declined further following inaction. The correction required and the ask price are unchanged — but the time available to act cleanly is shrinking. This is the last week before the conversation becomes structurally harder.

MARKET TIMING	COMPARABLES	COMPETITORS — SAME PATCH
Ideal cut window: Day 100–135	**St Luke's Street SW3** £2,795,000 UO at 194 DOM — full ask	**RS sub-£3M active:** **41.2% UO — leads entire SW3 market**
We are at: **Day 172 — 37–72 days past window**	**Shelley Court SW3** £2,950,000 UO via relist correction	**RS median first cut:** **148 days — 13–46 days late vs physics**
Stagnation entry: **Day 210 — 31 days away**	**Markham Street SW3** JDW — STC at £2.5M–£3M band, clean exit	**Strutt & Parker:** **28.6% UO rate, first cut ~day 80**
Recommended move: £2,675,000–£2,750,000	**Hasker Street SW3** S&P — STC at launch price, fast	**John D Wood:** 22.4% UO rate, first cut ~day 113
Absorption: Strong for this band — buyer pool exists if price moves		
Previous cycle cost: **Probability declined — delay compounding**		

THE ASK

Move to £2,750,000 this week.

"172 days. This is the last clean window before the conversation changes. £2,750,000 this week puts us in front of buyers making decisions right now. Comparable stock is converting at £2.65M–£2.8M. One move. This week."

SAME-DAY FOLLOW-UP — WhatsApp — same afternoon

"Really appreciate the conversation today. I think £2,750,000 this week is the move that converts the interest we have already generated into offers. Ready to proceed whenever you say."