

19 September 2013

Dear Ms Ellison,

I have today received your letter regarding the matter of being up front about fees.

As a company (trading as 'Edmund Cude' and also 'Bushells') we are completely in favour of the transparency of the industry.

We work closely with ARLA and Ian Potter. We have had the most agents become qualified through Industry exams this year than any other company.

Ian Potter conducts many of our in-house training sessions to make sure our staff adhere to legislation and the code of practice.

As I'm sure you are aware the ASA made a ruling on the way in which fees need to be advertised which comes into force on the 1<sup>st</sup> November. We are already well through the process of making the necessary changes and will be compliant with the ASA ruling by the end of September, well in advance of the deadline.

Therefore we not only support your six up front criteria but have had this in place for many years.

Kind regards,

Robert Nichols

**Robert Nichols**  
Managing Director  
Edmund Cude  
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