

SELLING YOUR HOME WITH **BROWN&CO**

Putting you in the picture with
proactive and professional
advice from your local experts



Residential. Commercial. Agricultural.
brown-co.com

BROWN & CO

WELCOME TO BROWN&CO

When you are selling a house you need to know that the firm you are entrusting with your home is going to get the best possible price, whatever the state of the market. We believe that you need a combination of: Expert local knowledge, a professional and efficient service, the latest online marketing techniques, a strong regional presence and integrity.

We are always aware that this is your home, whether an apartment, a cottage or a country house – we care passionately about getting good results. Please do come and meet our friendly team to find out how we could market your property. There is no commitment on your part but we believe you will be impressed and we would love to get you on the move.



SETTING OUT YOUR STALL

Selling your house is a little like setting up a shop. You need to make it attractive, so that potential buyers are impressed and can imagine themselves living there. How can you make your house more attractive to potential buyers? There are a number of simple ways, but be objective. Think about what people see as they first walk through the door.

Welcoming - Make sure your property is warm and welcoming in winter and light and airy in summer, open windows if possible to get some fresh air flowing through the house.

Kerb appeal - Make sure your property looks at its best from the road/approach. Many people drive by before they make an appointment to view and that all important 'kerb appeal' can make or break a viewing opportunity. Ensure the garden is tidy and that your front door looks smart.

Illuminate - Show your property in its best light - if it makes it look better, switch on table lamps, but try to avoid having every

light on in the house, as this could cause alarm bells to ring in viewers minds.

Dogs & children - Try to make the house as empty as possible, if you have a dog arrange for someone to take it out for a walk (not everyone likes dogs) and if you have children consider having them cared for while viewings are taking place. Potential buyers find it much easier to imagine themselves in a property if it is emptier and free from distractions.

Clutter - Remove all clutter from the main entrance, first impressions really do count. The more 'neutral' a place can be the better.





MARKETING AND SELLING YOUR HOME

Spreading the word...

A key element of effective property sales is marketing. We will ensure your property is seen by all the right people as quickly and efficiently as possible, showcasing your property to its full potential.

When you have made the decision to sell you want news about the availability of your property to spread rapidly and widely. For us speed to market is critical and in the very first instance we will harness the power of social media by distributing summary details via our Facebook and Twitter feeds. This gets your home 'out there'. This initial distribution will then be followed by comprehensive online presence via the nation's prime property portal RightMove.co.uk, the innovative and expanding OnTheMarket.com, together with our own website at brown-co.com. In this way your property is available to all internet savvy buyers be they local, regional, national or even international!

Our online presence is complemented by dedicated email campaigns and also where appropriate text alerts directly to 'hot' buyers.

Despite our significant e-marketing we still invest heavily in good quality sale particulars, these are well received by buyers and using a combination of high calibre glossy materials, excellent

photography and floor plans, we are able to promote your property in its best possible light. Our particulars are intended to showcase, be informative but above all to be an invitation to view.

Media advertising still has its place and we have regular and prominent advertising in local and regional press, ensuring that not only will your property be seen but you are selling with a firm having a good regional profile. We have good links with the national press and property journalists enabling us to gain good PR coverage for our clients properties from time to time. Our presence also enables us to obtain generous discounts from other publications.

Conducting viewings is an essential and critical part of the sales process. We have the ability to offer accompanied viewings allowing us to add an extra sales dynamic to the marketing of your home and, of course, we obtain the feedback which is passed on to you promptly. Once an offer is received, we carry out due diligence to establish the security of the transaction and afterwards we are very proud of our sales progression with constant communication.



WHY CHOOSE BROWN&CO?

Our strong presence in your region gives you an added advantage. As members of the Royal Institution of Chartered Surveyors (RICS), we operate to high professional standards of service and are governed by strict codes of conduct. In addition, we are members of the Ombudsman for Estate Agents who provide additional safeguards when it comes to the way in which we practice. All of which should give you added confidence you are dealing with a trusted partner when it comes to the sale of your property.

Residential property is just one of our specialisms.

We have a team of experts in a very wide range of land and property buying and selling. This gives us a unique insight into all markets, and means we can identify possible opportunities other agents may miss.

We handle a full range of property, from cottages and country houses to city terraces and unconverted barns. We provide a personal, tailored service that is as unique as you and your home. We take pride in what we do and always strive to exceed your expectations. We believe feedback and communication with our clients are of critical importance.

Quality matters

All agents will tell you that they provide a quality service, but not all back this up with their actions. Most of our clients come to us through recommendation from existing or past clients and we aim to continue this record of achievement by continually providing a level of service we would expect ourselves.

As well as working to strict internal standards, we are one of the few property agents in the UK who have achieved the ISO9001 quality award. This means that our practices and procedures are independently vetted by external auditors to ensure we are working to set standards.

ADDITIONAL SERVICES FROM BROWN&CO

Surveys & valuations – A professional opinion

Buying your property is probably the largest purchase you will ever make, so you need to be sure you are buying what you expect. Whilst financial institutions often commission a report of the property, it is not a survey and will not go into the depth of detail you really need. Talk to our surveying team about the types of survey available and how they can help you to avoid any unexpected and expensive surprises.

Auctions – Hammering it home

We have an enviable reputation as one of the foremost property auctioneers in the region and hold a number of well attended auctions each year for residential and other property. Whilst auctions are not suitable for every client, if done correctly, selling at auction can be the ideal property sales method. Our professional auctioneers have extensive experience in property auctions and our list of potential buyers is strong.

Informal Tender Sale – Another option

We pride ourselves on providing the right advice and often an informal tender approach suits a variety of property, which otherwise could be sold at auction, but where you as the vendor may wish to retain more control. Informal tender sales tend to involve advertising a property over a given period of say 6-7 weeks, producing sale particulars, dealing with enquiries and arranging viewings to receive offers on a certain date.

Lettings – A growing market

Being known as a property specialist puts us in a great position for property lettings. If you are looking for a property to rent, or have space to let please do have a chat with our lettings team. We have a successful track record in lettings and making the most of properties for landlords, as well as matching applicants with the places they are looking for.

LOCAL KNOWLEDGE REGIONAL STRENGTH

Brown&Co offices are part of a network, combining local knowledge and expertise with the experience of a firm dedicated to property with proactive and innovative marketing. We sell hundreds of properties every year on behalf of a wide and growing range of clients.

- Regional strength
- Dedicated PR & marketing specialists
- High quality advertising and particulars
- Prominence on main property portals
- Personal attention and service
- London marketing

We have twelve offices across Central and Eastern England, the Yorkshire Humber region and London. A key strength to the service we offer is our strong regional presence, with offices strategically placed to take advantage of active property markets.



THE LONDON CONNECTION

Promoting to the capital to give your home the London Eye

Many of our offices are in regions where buyers from London are looking to move, either as a permanent or a second home. Stronger rail and road links are making London buyers look further afield than they have previously and it is here we can offer great advantage to our clients. Through our London Office, your property will be available to potential purchasers in the capital.

CONTACT YOUR LOCAL SPECIALISTS:



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