

Your guide to

I'm on the market what happens now?



This guide has been written to help you manage your expectations about marketing and moving. It is to reassure you of our working that always continues behind the scenes.

The search for your buyer starts with:

Your Professional Property Particulars

Following your instruction to place your property on the market, we will prepare a set of draft details; our professionally printed brochures follow and are guaranteed next day delivery so there is no long waiting period.

Photographs

Attention to detail is very important. We will take many images and ensure the best quality photographs on your details and our internet websites.

Data Base Marketing

Your property will be marketed to our database of buyers. Our latest technology will ensure this is done quickly and efficiently by email, phone text SMS, property alerts, along with the traditional telephone of course! We will report back to you on the initial interest levels and advise accordingly. Our office technology will record where each lead has come from so we will rapidly build an awareness of how well the marketing will continue.

Local Paper Advertising

An advert campaign will be prepared for your property, ensuring your property features are highlighted. Further journalist feature will be submitted on your behalf.

Website

Your property details, photographs and floor plans will be added to our contemporary website www.williamshedge.co.uk We hope you like our site as much time and effort has been taken in its creation. Helping us find you a buyer 24 Hours a day/7 days a week.

Internet Marketing:

Once your property is on our website it will automatically be sent to the other main property websites: We look to attract buyers with unrivalled web exposure for your property including: Zoopla, Virgin, Sky, Google, Msn, Up My Street, Yahoo, Uk Property Shop. Findaproperty, Primelocation, Globrix, Fish4 Homes, RadarHomes, Mouse Price, House ladder, Estate Angels, Nestoria and a host of others....

Sale Boards

During our initial instruction to market we will have enquired if we can display a for sale board at your property. We have monitored viewing levels and many viewings are made as a direct result of a board being noticed. If you originally requested that a board is not displayed and change your mind please contact our office

Office enquiries & Widescreen photo display

All staff have been in the industry a long time and have a wealth of experience..

Prospective purchasers who call in to our office are given a detailed and enthusiastic verbal description of your property, a set of professionally produced details to peruse at leisure, and are encouraged to make a viewing appointment. In our office we have a 40inch wide screen display which will slideshow photographs and floor plans.

Marketing your locality

We will also actively market your locality to buyers. This is done by our vast knowledge of the locality and accompanied by many photographs of local tourist, beauty spots and transactions.

Marketing and Advice

If we feel that the initial reaction is not as expected and we can identify reasons, perhaps regarding presentation or easily remedied problems we shall either call to see you or suggest a meeting to plan the way forward.

Viewings

We will accompany all viewings where and when possible. We do suggest that we are key holders for your property and suggest you are not present during viewings. This allows any prospective purchaser to remain relaxed and allows us to find out exactly what they think about your property We will pass this information on to you as soon as we are can. That way with our help and advice you will be able to make informed decisions relating to your sale. We will also ensure that any interested party is aware of any enhancements you have made, planning permissions; building regulations etc which helps build confidence levels.

Market Positioning

As we are sure you are aware the housing market has been difficult for some time. However, here at Williams Hedge we are confident of our advice and abilities. We will regularly review pricing and advise the “best course of action” along with any other sensible suggestions.

Marketing your locality

