



Your Guide to Residential Sales

www.drivers.co.uk





THE FIRST FEW STEPS

The Valuation

One of our experienced valuers will visit your property to listen to your needs, discuss our marketing plan and recommend a pricing strategy. Based on in depth knowledge of the property market and local area we will guide you through each step of the house selling process.

Professional Photography

Lights, camera, de-clutter! Presentation is the most important marketing tool to attract the maximum number of buyers. We recognise the value of using professional photography and therefore all Agent Name properties are presented with high quality photography. De-cluttering every room is vitally important to give your home the maximum appeal.

First Impressions

Ensuring your property has "kerb appeal" is of paramount importance. Is the lawn cut neatly, are the bushes and shrubbery trimmed back, is the driveway clean, are the bins tidied away? A buyer's first impression of your property can make all the difference!

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St. George's Avenue, London, N7

Guide Price: £1,300,000



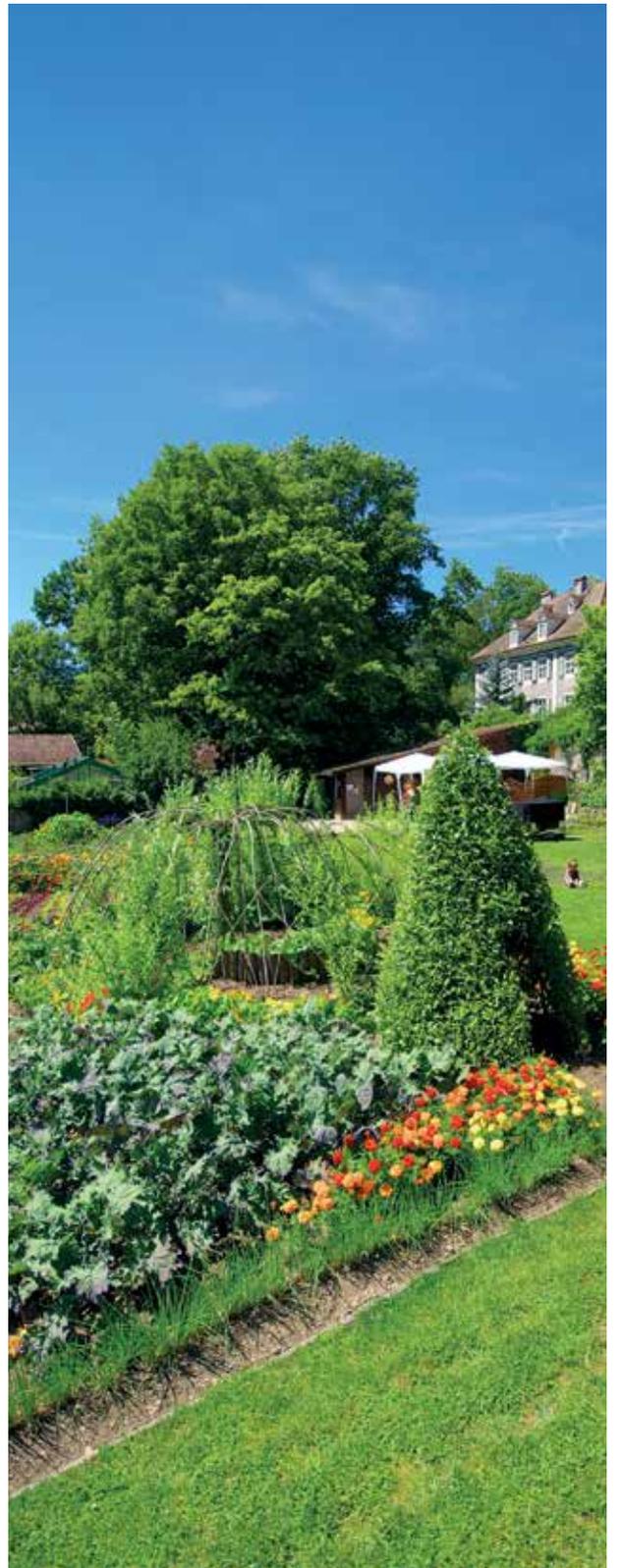
Kinver House, London, N19

Guide Price: £550,000



Yerbury Road, London, N7

Guide Price: £1,450,000



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Show your home in its best light with a fabulous brochure!

SHOW CASING YOUR HOME

Floor Plans

These are an essential tool, giving buyers a true perspective of the accommodation your home has to offer, so they can start thinking straight away if your property meets their requirements and plans for the future.

We Value Your Opinion

We would love to hear about your properties best features. Buyers

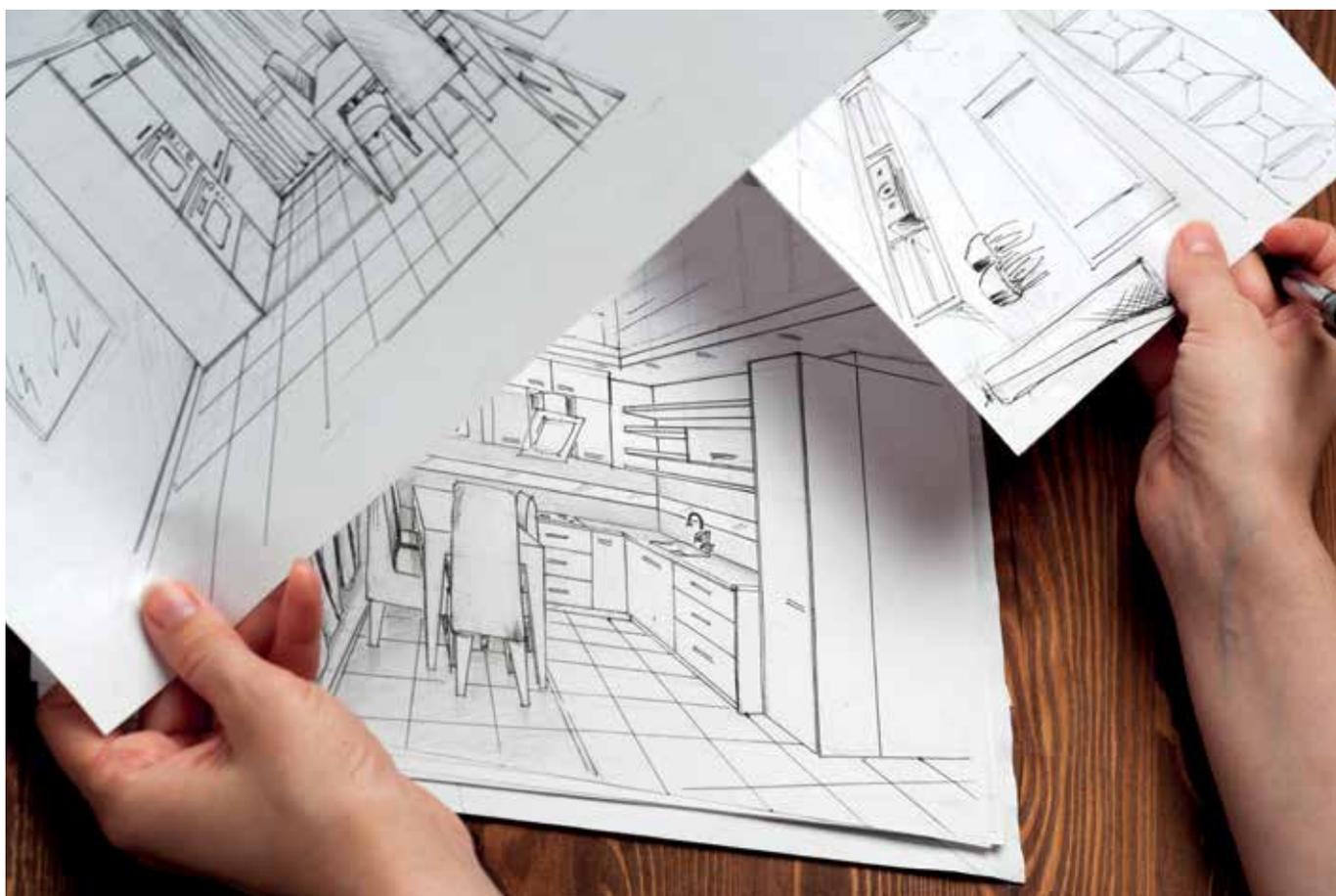
respect your opinion and want to hear why you bought the property in the first place, and so do we!

Draft Details

Our valuer will prepare the sales particulars and send you a draft copy by email. Upon your approval, the brochures will be professionally produced.

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Personal Service

Agent Name Estate Agents are an independent agency. We recognise the value of individual attention from day 1 through to completion.

24 Hour Marketing

We recommend a Agent Name For Sale board further enhancing 24 hour marketing. If you don't have a board, buyers won't know your property is "For Sale".

Agent Name boards are manufactured with a special reflective coating to ensure maximum visibility at night. Another important marketing tool!



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HOW WE TARGET YOUR BUYER...

drivers.co.uk

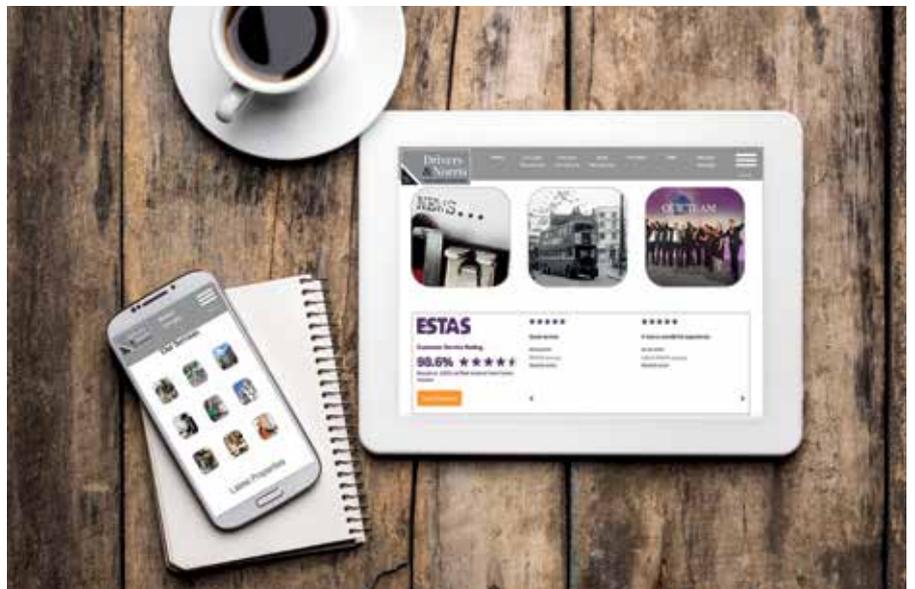
We advertise your property on all major property portals including Rightmove, Zoopla and PrimeLocation.

drivers.co.uk is a modern user friendly website where our focus on high quality presentation shines through.

Latest Technology

A significant proportion of buyers are browsing for properties on their smart phones, tablets and social media. Agent Name has its own mobile website to capture this important market.

Alongside the latest technology we also take the traditional approach and talk to our active buyers to promote your property and encourage them to arrange a viewing.



Always Be Calling

The chances are the buyer for your property could already be on our database. Each negotiator begins the process of phoning our

registered proceedable buyers to inform them that your property is for sale and to encourage early viewings.



SECURING EARLY VIEWINGS



Accompanied Viewings

Showing a potential buyer your property is a specific skill our sales team excel at. We know the best way to conduct a viewing, when to talk, when to listen and how to sell your property's key features.

Open House Viewings

Often described as an "open house" or "open day", this part of our marketing plan can be an excellent tool for those sellers with a hectic work load or busy family life. We agree a date and time with you in your first week of marketing where we arrange viewings by appointment in one session.

Communication

Viewing feedback is important! The Agent Name commitment is to give you honest and transparent feedback after every viewing.



Where do our buyers come from? ”

- Our Existing Database of Buyers
- Internet Advertising
- For Sale Boards
- Premier Lifestyle Magazines
- Local Newspaper Advertising
- Our London Connection
- Networking Through the Guild of Property Professionals



28 DAY MARKETING REVIEW

28 Day Marketing Review

If your property has not sold in the first 28 days, we will review the marketing of your property, including your feedback, viewing feedback, any offers that did not agree, response from our internet

advertising, applicant matches etc. A plan and strategy for the next 4 weeks is then agreed where we discuss:

- Review of other comparable properties that have come to the market or sold in your area within

the last 28 days

- Competition analysis
- Review of applicants who have viewed but not sold yet
- Possible buyer incentives i.e. stamp duty paid, no onward chain etc
- For Sale boards
- General review of market conditions



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DID YOU KNOW?

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A high percentage of our business is through personal recommendation.

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The likelihood of a listing reaching an agreed sale is 31% more than other agents in our core area
Source

rightmove 

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Drivers & Norris Estate Agents actively supports and sponsors Local Community Events.

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Drivers & Norris Estate Agents offer a professional marketing experience without the premium fee.

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Drivers & Norris Estate Agents have sold 60% more properties than other agents in our core area
Source

rightmove 

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Drivers & Norris Estate Agents offer a highly individual service to our customers on a No Sale No Fee basis.

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Drivers & Norris can pre-approve your buyer's mortgage before accepting an offer on your property.

WE ARE PROUD MEMBERS OF THE GUILD

KNOWLEDGE. INTEGRITY. RESULTS.

We have our own strict Code of Conduct which ensures every Member of The Guild is either a qualified Member of The Royal Institution of Chartered Surveyors (RICS) or a Member of The Property Ombudsman.



National Network

As a Member of The Guild, we demonstrate a real commitment to local, regional and national marketing. We are part of a national network of offices working together to serve you better.

Trust and Confidence

The Guild have their own strict Code of Conduct which ensures every Member of The Guild is either a qualified Member of The Royal Institution of Chartered Surveyors (RICS) or a Member of The Property Ombudsman.

The Guild Standard of Service

Every Member company of The Guild of Property Professionals is

a carefully selected independent estate agency – as such, we adhere to the highest standards of estate agency practice and all work together to provide you wider marketing and better service.

As part of the national network of property professionals, we have access to a myriad of other services all bound together in an enterprising spirit of teamwork and professionalism that helps with selling houses.

Training

You can be sure you are dealing with professionals as The Guild offers training through its Guild Associate Scheme. This is an educational

training system for Member's staff to ensure fundamental technical competency throughout the network. It covers the basic legal estate agency practice, plus knowledge of The Property Ombudsman, The Guild and Money Laundering. Entrants are examined on their competency and, when an adequate level of proficiency is achieved, are invited to become a Guild Associate.

Auditing

The Guild is committed to raising industry standards with compulsory auditing for new Members. This ensures that every agent operates to the same level.

Find your local Guild agent at guildproperty.co.uk





Drivers & Norris Islington Office

407/409 Holloway Road, London N7 6HP
 Call us: 020 7607 5001
 Email us: info@drivers.co.uk

Drivers & Norris Finchley Office

735 High Road, London N12 0BP
 Call us: 020 7348 4846
 Email us: finchley@drivers.co.uk

Associated Mayfair Office

Call us: 020 7318 7009



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