

# Sales & Marketing Proposal

Expert London Estate Agents Since 1852

# Our Heritage



## A Heritage Built on Trust

Few estate agents can claim a history stretching back more than 170 years. Drivers & Norris is one of them.

Our story begins in 1852, when Mr Driver established his practice on the corner of Seven Sisters Road, Islington. In the late nineteenth century, Mr Norris had built his own reputation as a respected landlord's agent in the Holloway area. Following the First World War, the two firms joined forces and Drivers & Norris was born.

In the generations since, we have practised as auctioneers, estate agents, surveyors and valuers, evolving with every era of the property market while never losing sight of our founding values: professionalism, honesty and a genuine commitment to the communities we serve.

Today, that same spirit guides everything we do.

# Who Are We Now?



While our founders are no longer with us, their values remain at the heart of everything we do. Today, Drivers & Norris combines over 170 years of heritage with modern expertise and a genuine passion for property, supported by a longstanding senior team whose continuity, loyalty and local knowledge ensure you will always have a dedicated specialist ready to help.

# Testimonials

We let our clients do the talking. **Rated 99% on ESTAS**, one of the most trusted award bodies in the property industry, our rating is built on thousands of verified customer reviews. From first valuation to final completion, our commitment to sincerity, integrity and genuine expertise delivers a service our clients trust, recommend and return to.



My overall experience has been very satisfactory. Very efficient and great communication throughout the process.  
Great Service.

**PRASANT NATU**

Tenant



We have been instructing Drivers & Norris for many years to let our properties and they always provide an efficient, speedy and excellent service.

**SUZY COLLIS**

Landlord



I purchased a property through Drivers & Norris and was extremely impressed with the level of service throughout the entire process.

**CHELSEA WOODWARD**

Buyer

# More Testimonials

With a **4.8/5 rating** and **96% recommendation rate on All Agents**, our clients consistently highlight the same qualities. Clear communication, honest advice and a team that genuinely cares. These are just a few of the voices behind our reputation.



Great communication skills and always been available for all the extra informations that I needed. Made the whole process much easier.

**LARISA**

Tenant



Drivers & Norris remain very professional after several years of engagement. They are very friendly to work with and pro-active. Well recommended!

**NISHANT**

Landlord



Good customer service and had very friendly approach during and after the viewing. Very professional and ensures clarity in communications.

**MALCOLM BENSON**

Buyer

# Even More Testimonials

Across Google, our clients in North London continue to share their stories. Whether buying, selling or letting, the experience of working with Drivers & Norris speaks for itself. Honest feedback from real people, reflecting the care and dedication we bring to every move.



Very quick and efficient with responses to any of my queries and the offer process. Very friendly and informative during the viewing process.

**MIA OLDFIELD**

Tenant



I've been letting a property through Drivers & Norris for the past five years, and I honestly can't speak highly enough of their service.

**ALFIE BOWEN**

Landlord



We had an absolutely amazing experience! Our agent made sure everything went smoothly and that we understood each step clearly.

**KATYA ZHURAVEL**

Buyer

# Awards



## Award Winning, Every Year

Being named **National Agent of the Year** is the highest honour in our industry and we have earned it. Recognised by The Guild of Property Professionals, the Relocation Agent Network and The Negotiator Magazine, this title reflects the outstanding service and results we deliver for our clients every single day.

Our trophy cabinet tells the rest of the story. Drivers & Norris has won the **ESTAS Award** an incredible **20 times** and features in the **Best Estate Agent Guide** supported by Rightmove and Property Academy, making us one of the most consistently recognised estate agents in the country.





# Market Share Overview



Available Stock

**8.9%**

↑ #1 in Core Postcodes

New Instructions

**9.6%**

↑ #1 in Core Postcodes

Sales Agreed

**15.9%**

↑ #1 in Core Postcodes

Why this matters

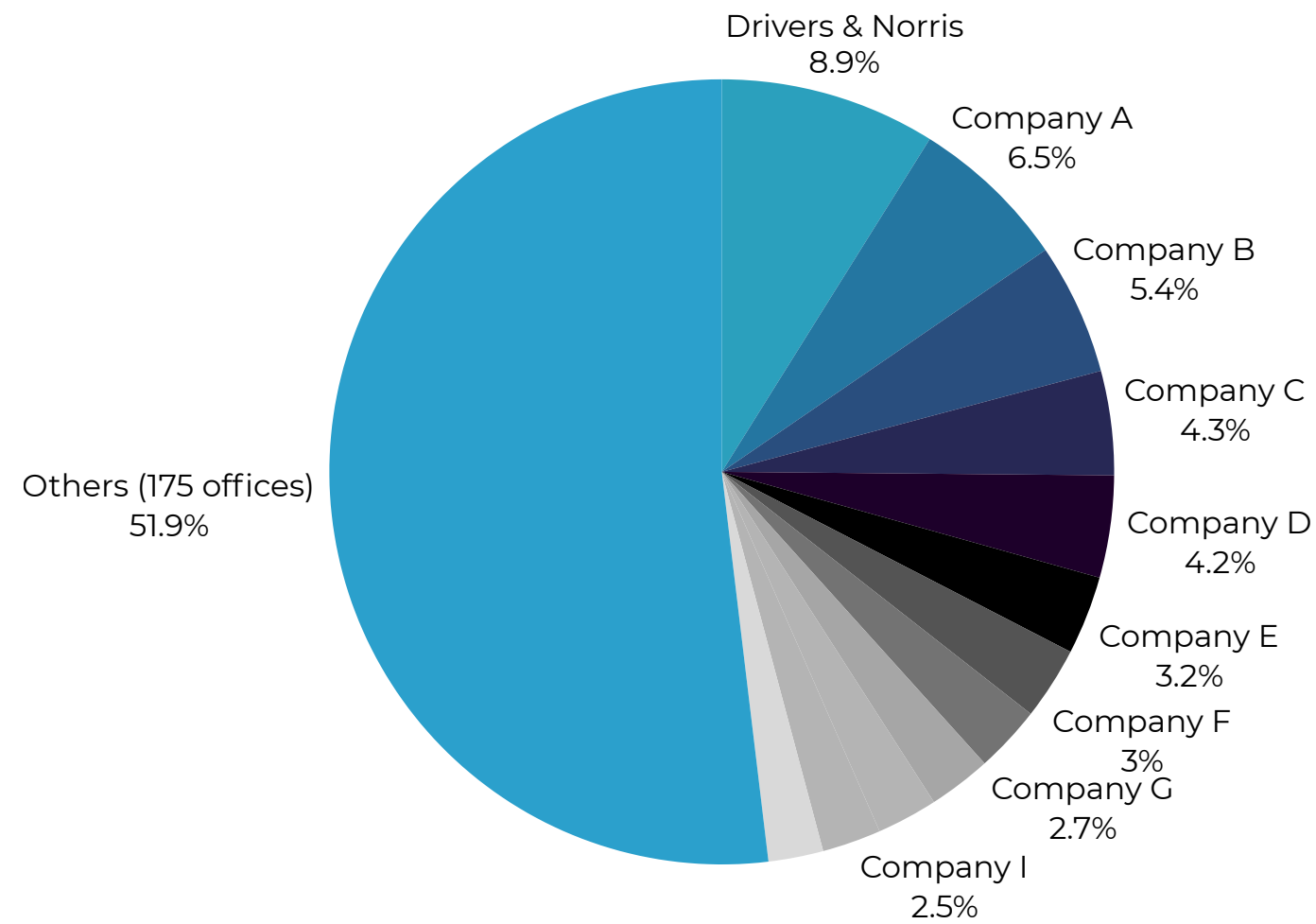
**More stock. More buyers. More sales agreed.  
All from the #1 agent in our core postcodes.**

Every figure comes from Rightmove's market data for our core postcodes, covering all local estate agents over the past 12 months. Across every key metric, Drivers & Norris leads the field.

*Source: Rightmove Intel — Core Postcodes, last 12 months (as of April 2026)*



# Available Stock



## Available Stock

**8.9%**

↑ #1 in Core Postcodes

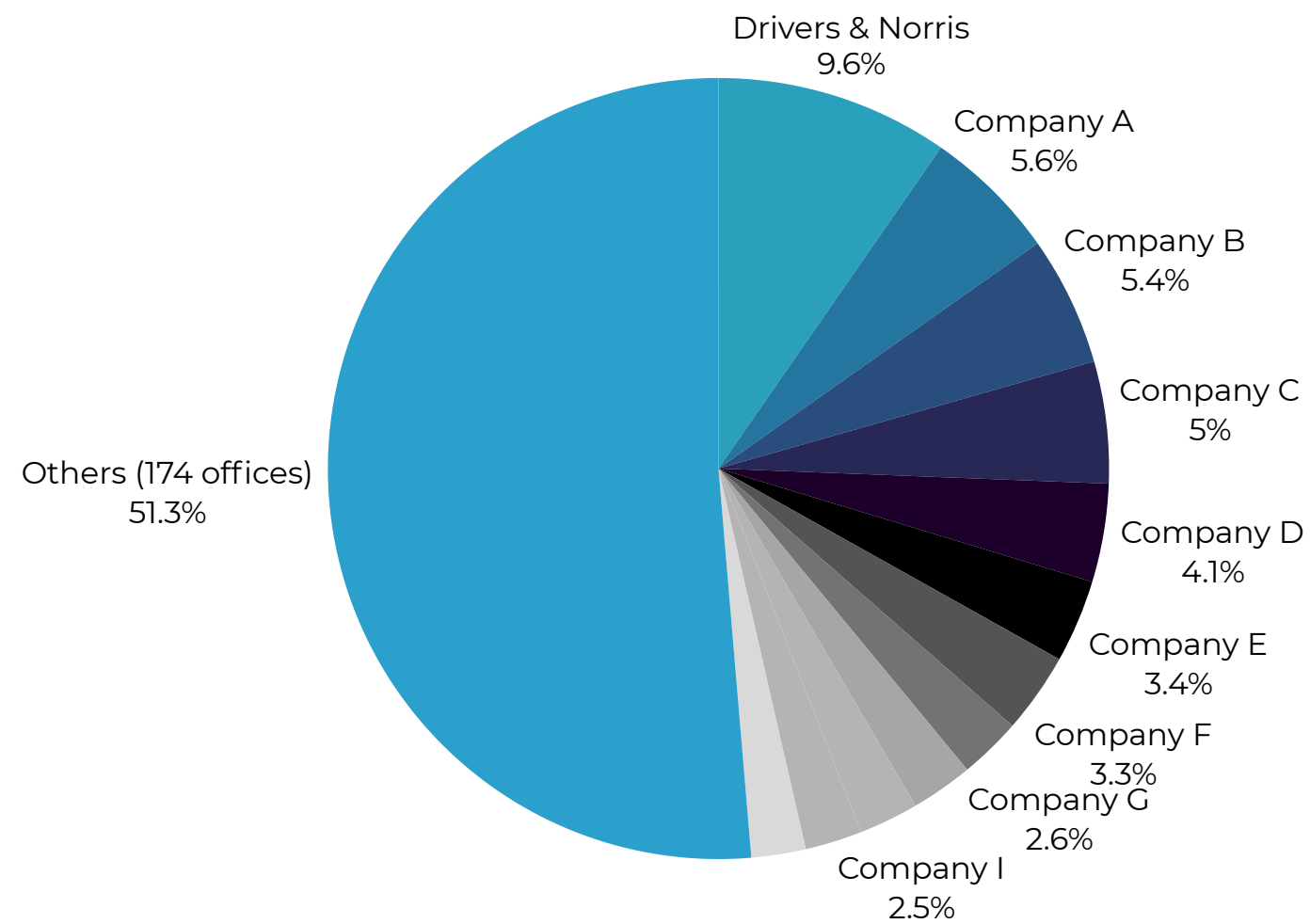
**More homes listed with us mean more buyers looking at yours.**

When buyers search for homes in the area, Drivers & Norris listings dominate. More stock means more choice for buyers and more competition for your property, helping to achieve the best possible price.

Source: Rightmove Intel — Core Postcodes, last 12 months (as of April 2026)



# New Instructions



## New Instructions

**9.6%**

↑ #1 in Core Postcodes

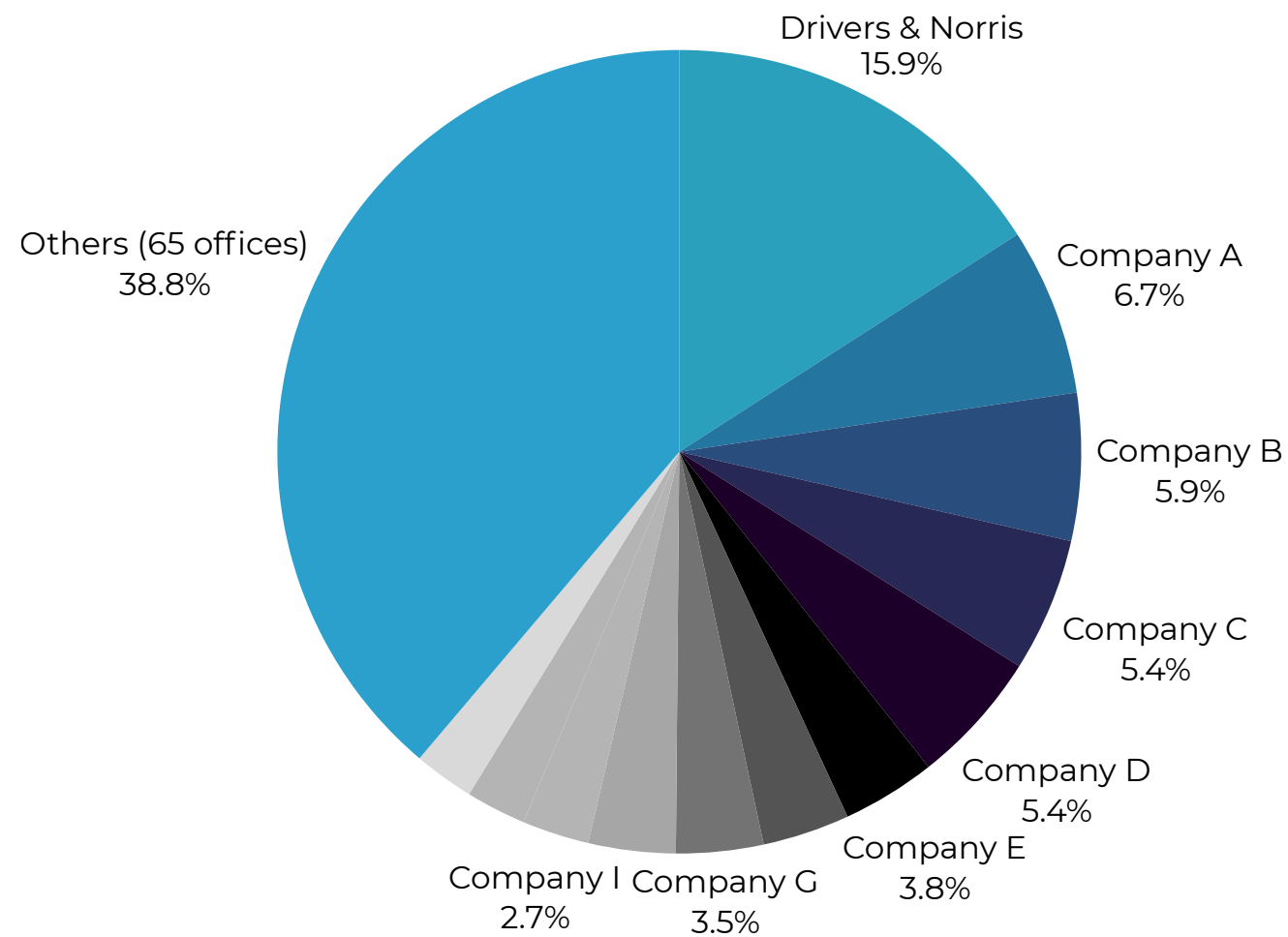
**Nearly 1 in every 10 properties listed in North London came to us first.**

More sellers choose Drivers & Norris than any other local agent. That means a larger pool of active buyers already registered with us, ready to view your home the moment it goes live.

*Source: Rightmove Intel — Core Postcodes, last 12 months (as of April 2026)*



# Sales Agreed



## Sales Agreed

**15.9%**

↑ #1 in Core Postcodes

**More than double the sales agreed of our nearest competitor.**

With 15.9% of all sales agreed across our core postcodes, Drivers & Norris converts more listings into completions than any other agent in the area. When it matters most, our track record speaks for itself.

Source: Rightmove Intel — Core Postcodes, last 12 months (as of April 2026)

# Why Choose Us?

01

## Local Expertise

We know North London inside out. From pricing strategy to buyer behaviour, our local insight means your property is positioned to attract the right people and achieve the best possible result.

02

## Professional Marketing

First impressions matter. We use professional photography, detailed floorplans and targeted online marketing to showcase your property at its very best and connect it with the right buyers or tenants.

03

## Personal Service

Every client is different. We take the time to understand your situation, keep you informed at every step and provide honest advice and genuine support from first valuation to final completion.



As members of **Propertymark**, **The Guild of Property Professionals** and the **Relocation Agent Network**, Drivers and Norris is committed to the highest professional standards and delivering an exceptional service at every step.

# Your Bespoke Marketing Plan



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**Professional photography, video and floorplans to present your property at its very best.**

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**Maximum exposure across Rightmove, Zoopla, OnTheMarket and our extensive applicant database.**

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**A proactive pre-launch strategy to generate early interest and secure the best possible price.**

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Our in-house marketing and design team produce bespoke brochures, compelling write-ups and weekly refreshed listings, so your property always looks its best and reaches the right buyers at the right time.

# Modern Innovations



Today's buyers begin their search online, so we make sure your property makes an impact before they ever step through the door.

- ✓ **Professionally shot and edited video tour for every property**
- ✓ **Complete with music and subtitles**
- ✓ **Fully customised to showcase your home at its best**
- ✓ **Included as standard, at no extra cost to you**

The result? Buyers arrive better informed, more engaged and genuinely interested, reducing wasted viewings and significantly increasing the likelihood of serious offers.

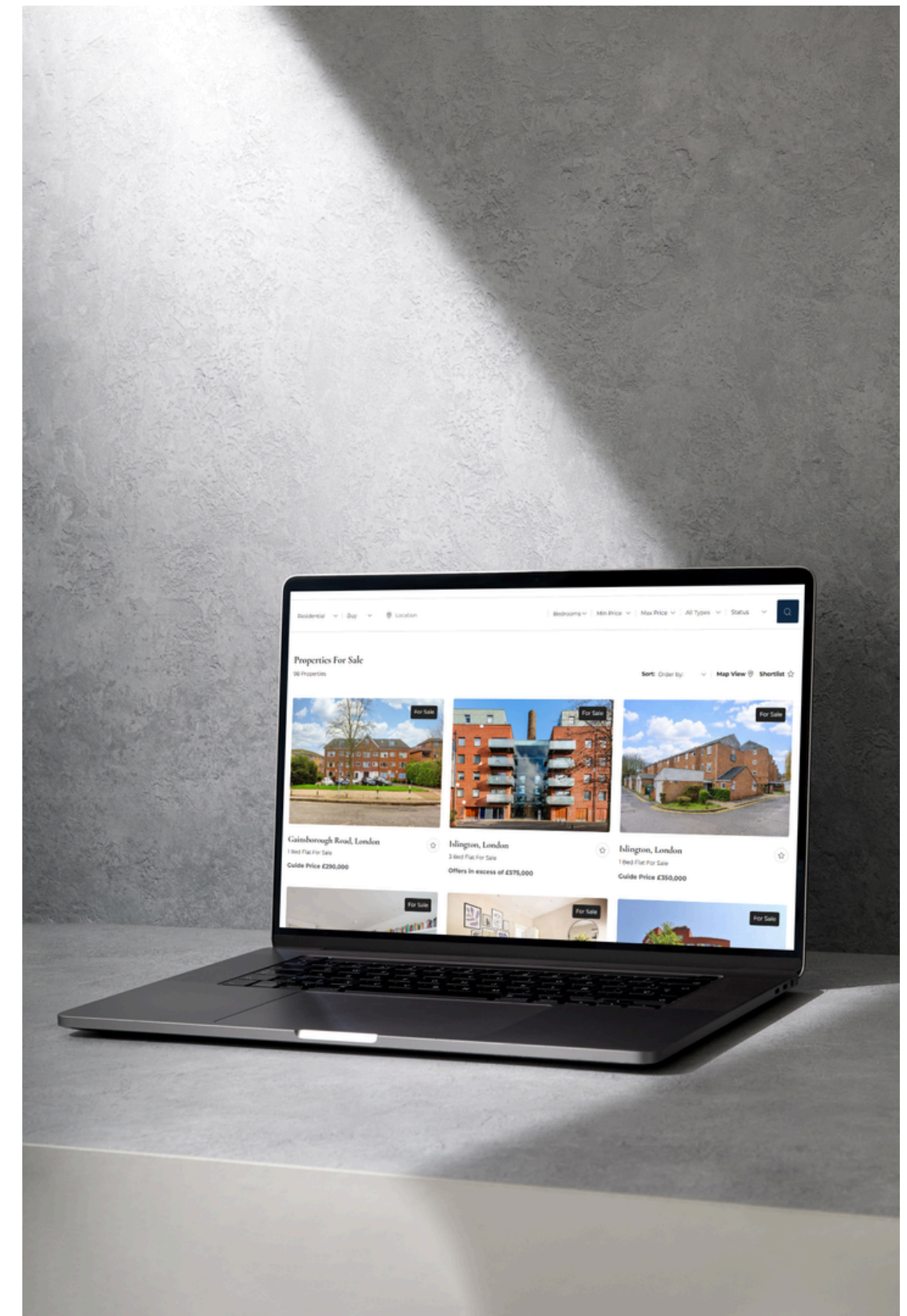
# Online Presence

**With 98% of property searches starting online, your property will be seen by the largest possible audience of active buyers.**

Beyond the portals, your property is actively promoted across Facebook, Instagram, LinkedIn, X, Bluesky, TikTok and YouTube. **Ranked No.1 in the Estate Agents Social Media Power League**, we know how to put your property in front of the right people.



Your property is not just listed, it is actively promoted. We manage every channel so you don't have to, ensuring consistent, high-quality exposure from the moment your property goes live.



# Sales Progression

Receiving an offer is an exciting milestone, but it is only the halfway point. The legal process that follows can often be the most stressful part of moving. That is why at Drivers & Norris, our dedicated in-house sales progression team is with you every step of the way, keeping things moving smoothly and professionally from offer to completion.

## 01

### **Offer Accepted**

Once a buyer's offer is accepted, the property is marked Sold Subject to Contract (SSTC). This means that a sale has been agreed, but it is not yet legally binding, and both parties can still withdraw at this stage.

## 02

### **Instruct Solicitors & Begin Conveyancing**

Both the buyer and seller appoint solicitors to begin the legal process, known as conveyancing. During this stage, contracts are prepared and initial legal checks are carried out.

## 03

### **Surveys, Searches & Mortgage Arrangements**

The buyer may arrange a survey of the property, while their solicitor carries out searches with the local authority and other relevant bodies. If required, mortgage arrangements are also finalised during this stage.

# Sales Progression

04

## Enquiries & Contract Preparation

The buyer's solicitor raises any enquiries about the property, and the seller's solicitor provides the necessary information. Once all queries are resolved, the final contract is agreed by both parties.

05

## Exchange of Contracts

Both parties sign the contracts, and a deposit is paid by the buyer. At this point, the sale becomes legally binding, and a completion date is agreed.

06

## Completion & Handover

On completion day, the remaining funds are transferred, ownership of the property is officially passed to the buyer, and the keys are handed over.



# Securing Your Sale with Gazeal

Over 1 in 3 property sales collapse every year. At Drivers & Norris, we work with our trusted partner **Gazeal** to protect your sale from the moment an offer is agreed.

A Reservation Agreement secures your buyer's commitment early in the process, reducing the risk of fall throughs and last minute dropouts before contracts are exchanged. Gazeal offers two ways to protect you:



## Reservation Guarantee

No upfront deposit needed, with compensation guaranteed for the innocent party if either side withdraws unreasonably.



## Holding Deposit

Your buyer places a deposit held safely in an FCA protected account. If they pull out without good reason, you keep it.

With a **95% sale completion rate**, Gazeal gives you the certainty and peace of mind you deserve.

# Guild Conveyancing

The legal side of selling your home can feel daunting, but with the right support it does not have to be. At Drivers & Norris, we work with trusted conveyancing professionals through **The Guild of Property Professionals**, giving you expert guidance and peace of mind throughout your entire sale.

## Dedicated Property Lawyer

You will have a personal property lawyer assigned to your sale, guiding you professionally through every step of the conveyancing process from start to finish.

## Clear Communication

Your lawyer and our team will keep you fully informed throughout. Stay updated via phone, email or through a secure online client portal at a time that suits you.

## No Move No Fee

If your sale does not go ahead for any reason, you will not pay any legal fees. You can proceed with complete peace of mind knowing you are fully protected.

## Fixed Fees

You will only ever pay what you are quoted upfront. There are no hidden charges or unexpected costs, so you can budget with confidence throughout your move.

## Free Search Guarantee

If your first purchase falls through, the searches carried out will be transferred to your next purchase completely free of charge, saving you time and money.

# Mortgage Advice Bureau



Getting a mortgage is one of the most important financial decisions you will make. That is why we proudly work with **Mortgage Advice Bureau**, one of the UK's leading award winning mortgage brokers, to ensure you have the right financial support throughout your move.

- ✓ **Access to thousands of mortgage products across the UK**
- ✓ **Face to face and telephone advice at your convenience**
- ✓ **Ongoing support throughout the lifetime of your relationship**
- ✓ **Lifestyle and income protection cover for your peace of mind**
- ✓ **Specialist lending including Buy to Let and Affordable Housing**

*Your home may be repossessed if you do not keep up repayments on your mortgage. There may be a fee for mortgage advice. A typical fee is 0.3% of the amount borrowed.*

# Charity

Giving back is not something we do occasionally. It is part of who we are. We are proud to support **Agents Giving**, the official charity for the UK property industry. Throughout the year our team throws itself into a wide range of events and challenges, including Charity Golf Days, Dragon Boat Races, Love Mud Challenges, Padel Tournaments, Easter Egg Appeals, Christmas and Winter Stocking Campaigns and Food Bank Collections.

We are honoured to raise funds for some truly inspiring charities, including **Only A Pavement Away, Magic Moments Children's Charity, Mind, Trussell Trust** and the **Bone Cancer Research Trust**. Our dedication to giving back has been recognised with the **Agents Giving Fundraising Champion Outstanding Contribution Award**.



When you choose Drivers & Norris, you are choosing an agency that cares about more than just property.

# Peace of Mind



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**We work on a no sale, no fee basis, meaning you will never pay us a penny unless we successfully sell your home.**

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**We cover all upfront marketing costs, so you can focus on your move without any financial risk.**

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**Our contract is transparent and straightforward with no hidden fees or small print surprises, just honest clear terms you can trust from day one.**

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Selling your home is a significant decision and trust is everything. You can be confident that we are always working in your best interests, and we will not charge you a fee until we have done what we set out to do. Help you move home.

# The Guild of Property Professionals



Being part of **The Guild of Property Professionals** is not something every estate agent can claim. Membership is by invitation only, with just one agent permitted per town, and only those who demonstrate the highest standards are accepted and allowed to continue their membership.

As your local Guild member, Drivers & Norris is part of a prestigious national network of agents across the country, with a flagship office on Park Lane, London, showcasing properties to buyers both locally and from further afield.

When you instruct us, you are not just getting a local expert. You are getting access to a network that sets the gold standard for estate agency in the UK.

# Relocation Agent Network

**Your property will be seen by serious buyers from across the country, not just locally.**

Imagine having a friend already living in the area you are moving to. As proud members of the **Relocation Agent Network**, a nationwide network of 650 hand-picked agents, that is exactly what we offer. We connect your property with motivated buyers relocating to your area from across the UK.

This service comes as part of the enhanced support offered by your local Relocation Agent Network member, giving you professional, reliable advice at no additional cost and ensuring your property reaches motivated buyers from across the UK.



# Propertymark

**Your trusted local experts**

Through Propertymark, this agent has chosen to be independently regulated and accountable to the highest professional standards.

This agent is...  
 CERTIFIED AND ACCREDITED BY  
**propertymark**  
THE PROFESSIONAL BODY FOR THE PROPERTY SECTOR

supported by  
*Phil Spencer's*  
**move** iQ

When choosing an estate agent, accreditation matters. As proud members of **Propertymark**, the UK's leading professional body representing over 19,000 regulated agents, you can be confident you are in safe and qualified hands.

- ✓ **Strict criteria for professional competence and ethical practice**
- ✓ **A clear code of conduct with ongoing training and development**
- ✓ **Responsible client money handling and full consumer protection**
- ✓ **Independent regulation holding us to the highest standards**
- ✓ **Every service delivered with integrity, transparency and care**

Propertymark accreditation is not given lightly. It is our promise to you that you are working with an agent who puts your best interests first, every step of the way.

# Why Choose Drivers & Norris

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**We don't just list property. We sell it.**

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**The right agent delivers the best result  
with the least risk.**

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## 01 **Market-Leading Results**

15.9% of all sales agreed in our core postcodes, more than double our nearest competitor. More buyers means more competition and a better price for you.

## 02 **Proactive, Not Reactive**

We don't wait for enquiries. Immediate buyer matching from our database and active calling campaigns mean your property is actively sold, not passively listed.

## 03 **Maximum Exposure**

Premium portal listings on Rightmove, Zoopla and OnTheMarket, combined with industry-leading social media reach and professional photography, video and bespoke marketing.

## 04 **A Managed Sale From Start To Finish**

A dedicated negotiator to secure the best offer, an in-house sales progression team and clear, consistent communication throughout for a smoother, less stressful transaction.

# Why Choose Drivers & Norris

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**Let's get you moving.**

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**We are ready to launch immediately and start generating interest in your property from day one.**

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## **The Bottom Line**

More exposure. More buyers. Better offers. A higher chance of completion. Confirm your instruction today and we will take care of the rest.

## **05 Reduced Risk Of Fall-Through**

Gazeal reservation agreements are available, securing financial commitment from buyers and delivering up to 95% completion rate for greater certainty and peace of mind.

## **06 No Sale, No Fee**

No upfront costs and all marketing covered. We only get paid when you do, making us completely aligned with your outcome.

## **07 Trusted And Award-Winning**

Established since 1852 and 20x ESTAS Award winners, recognised as Agent of the Year by The Guild of Property Professionals, Relocation Agent Network and The Negotiator Magazine.

# Useful Links

- 01 Website
- 02 ESTAS Reviews
- 03 The Guild of Property Professionals
- 04 Relocation Agent Network
- 05 Propertymark
- 06 Facebook
- 07 Instagram
- 08 LinkedIn
- 09 X
- 10 Bluesky
- 11 TikTok
- 12 YouTube

# Any Questions?

We would love to hear from you. Whether you have a question about your property, our service or anything covered in this presentation, please do not hesitate to get in touch. You can call us, email us at [sales@drivers.co.uk](mailto:sales@drivers.co.uk) or simply use the form below and we will get back to you as quickly as possible.

