WE UNDERSTAND SELLING

WILLIAMS HARLOW

Independent Estate Agents

WE TAKE THE
STRESS OUT OF
SELLING

WELCOME TO WILLIAMS HARLOW

We are committed to achieving the best possible price for your home within a timeframe to suit your requirements. We have been focused on what we do, and how we do it, since 1990.

> **The team at Williams Harlow are just about as good as it gets. They really are head and shoulders above the rest.**

This attitude, combined with a professional approach, will ensure your move proceeds smoothly. We strive to make your move as stress-free as possible so that you can enjoy the experience.

The foundations of our business have been built over many years upon honesty, straight talking and exceptional customer care. This stems from the determination that Williams Harlow's owners possess in setting very high standards and providing excellent training to ensure we deliver outstanding services. As a result we have some of the very best staff in the Estate Agency profession, most of whom have worked with us for many years and know their areas intimately.

Not all estate agents are the same and selecting the right estate agent for you is crucial in ensuring all matters in connection with your sale are dealt with effectively.

For your convenience we have compiled this information to explain the benefits of choosing Williams Harlow to act on your behalf.

We trust that you find our advice and suggestions informative, and we look forward to assisting you with your forthcoming move.

Andrew Bull
Managing Director

HOW TO PREPARE YOUR PROPERTY FOR SALE

Outside

First impressions have never counted more. Your messy hedges or uneven paving stones could lose you a sale before you even invite viewers inside. Take a moment to emotionally distance yourself from your surroundings and be critical.

Before your viewings begin, have a quick wander down your road and look at your house next to your neighbours' properties. Could your window frames or facade do with a quick lick of paint to get them up to scratch? Do you need to re-lay an uneven paving stone or two? Or spruce up your front door? If you are not a fan of this kind of manual work, hire a local handyman. These kind of jobs are quick and cheap to do, and make the world of difference.

Not in all cases, but half an hour before the viewers are due, walk down the road from your house and scoop up any litter. Unsightly rubbish isn't a welcome greeting.

Spend a morning tidying the front garden. A once-over with the lawn mower and a squirt of weed-killer can work miracles. Green fingers aren't required – just make sure it's presentable and tidy. Cheerful flowers are a bonus.

Kitchen

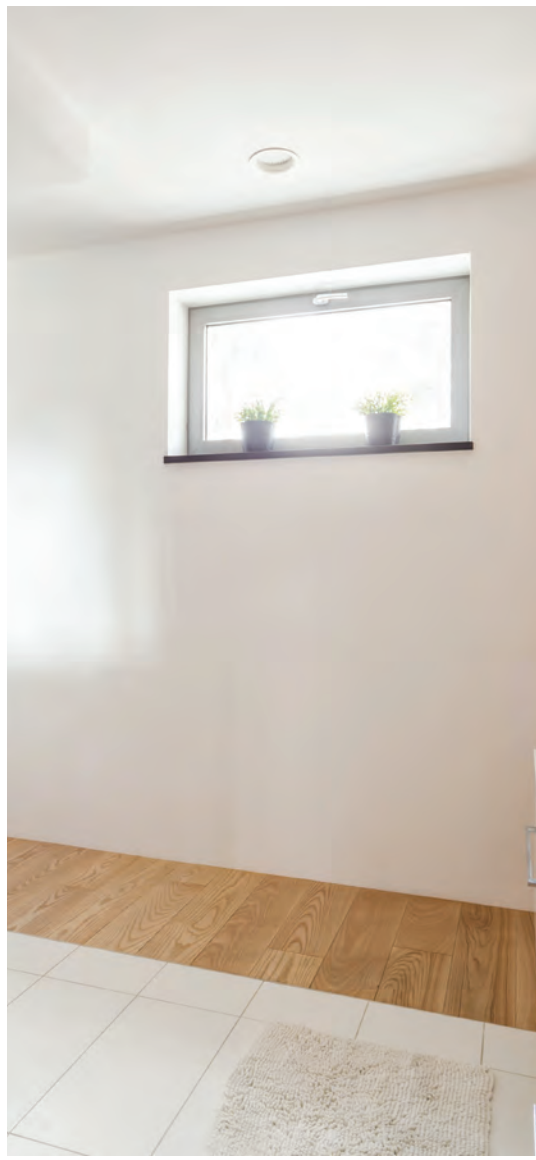
It goes without saying that greasy hobs, crumby surfaces and sticky floors are an immediate turn off. But when your kitchen is spotless, what else can you do to make it appealing?

Uncluttered surfaces give the illusion of space in a small kitchen. Put jars and bottles away in cupboards and clear as much room as possible.

Make sure none of your appliances are running when viewers are being shown around – the buzz of the washing machine or whir of the dishwasher isn't the most inviting sound.

You don't need to spend a fortune on a new fitted kitchen just to impress – save the money for your new house. New stylish cupboard handles are cheap and easy to fit, and can bring your kitchen up to date.

Give any new bits and bobs an airing before you move. If you have splashed out on a shiny new kettle, replace that old one before you move and show your kitchen in its best light.



Living area

This is where the new owners will spend most of their time together, so it is vital you make the right impression. Just remember the 3 Cs – cosy, clean and clutter-free.

However much you love Fido, he needs to be shooed out for half an hour while your house is being viewed. Dog or cat baskets and toys should be hidden and all areas of your house should be pet-hair free. And as for the smell… freshen up each room with room sprays and fragrances or open windows for a blast of fresh air.

If your walls and cabinets are adorned with personal photos of you and your family, try replacing a few with more neutral snaps, perhaps of places rather than people. The viewer needs to be able to picture him or herself living here and pictures of you all around the house may be a distraction.

Draw back curtains and make the living areas as light as possible. Sunlight immediately cheers up a drab room and creates the illusion of space.

Bathroom

Rubber gloves and bleach at the ready! Hide away any personal lotions, potions and other bathroom horrors (hair removal cream, false teeth soak, sanitary products). Now get scrubbing!

Make sure that clump of hair is removed from the plughole, the mirror and tiles are sparkling and there's no grimy rim around the bath tub or loo.

Vanity is key! Invest in a couple of expensive looking soaps and make a gleaming impression.

A small potted plant can bring colour and life to a bland looking bathroom.

A clean, fresh matching towel set will perfect your show-home bathroom.

Bedrooms

Bedrooms are probably the most personal rooms in the house, so try to make them welcoming. Clothes should be away and carpets fluffy and spotless.

Bed clothes should be clean and matching.

Don't forget that cupboards and wardrobes can hide a host of sins – if you don't have time to finish the ironing, or sort out that pile of bits and bobs on your bedside table, hide it away. They'll never know! Make sure all bins are clean and empty.

PROPERTY DETAILS AND PROFESSIONAL PHOTOGRAPHY

Property brochures

We provide full property brochures which feature external photos including the garden, plus internal shots and any other special features.

Your property brochures will usually be produced on the same day as taking your instruction. We send it to you for approval before it's emailed to our extensive list of prospective buyers. This is also available to download for a buyer on your internet listing with Rightmove, Zoopla and Prime Location.

Floorplans

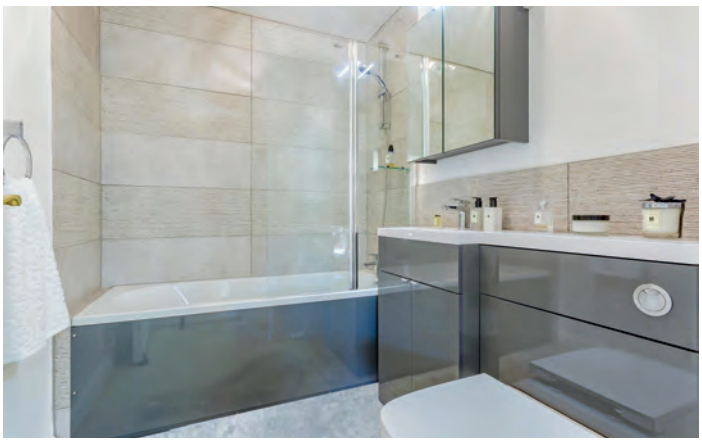
Floorplans are fundamental to buyers as this gives them a firm idea of layout ahead of any viewing. All of our property brochures are provided with a floorplan.

Professional photography

We now live in a media driven age and we firmly believe that the way your home is portrayed on your property details and internet listing is critical. It is a fact that properties that are marketed with professional photography not only sell faster, but achieve better prices. Our photography services which can also include drone and aerial shots, are included within our fee which will be discussed with your valuer. We will arrange a time at your convenience and review the images with you to ensure you are happy.

> "My partner and I purchased our first property through Williams Harlow and we found them to be professional and friendly.

Professional photography examples



ADVERTISING AND MARKETING

Online marketing

In addition to our own website, **williamsharlow.co.uk** we advertise your property on the property websites listed below. The prospective purchasers can view a full PDF brochure of your property and view internal and external photographs, description, floorplans and an interactive location map. This is especially useful if a purchaser is considering moving from outside the area.

Advertising

We repeatedly advertise a full colour page in the *Surrey Downs* magazine, a quarterly publication that specialises in property and local matters. It has a wide distribution to Banstead and most of its surrounding villages as well as nearby towns in the Surrey area. We also have a double-page spread advertisement in the regional *Uptown* Magazine and periodically advertise in the *Property Guardian* which has a collective local distribution of 90,000 homes per week.

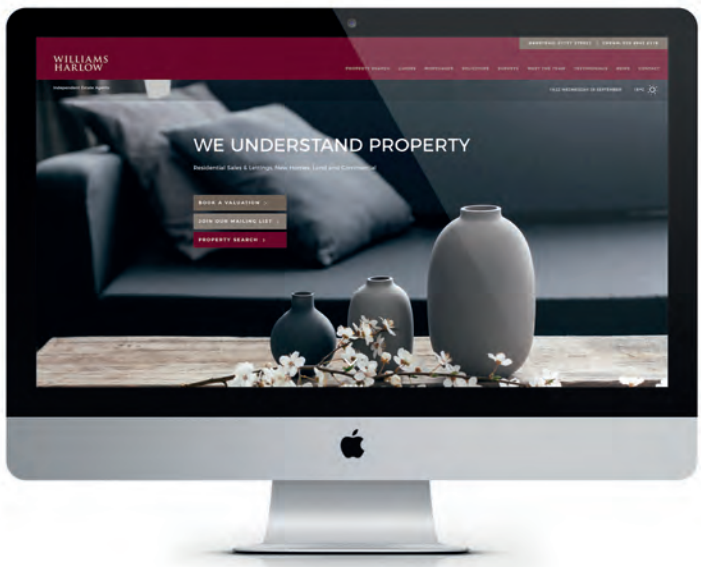
For Sale boards

Did you know that one in four of our properties that is marketed is SOLD as a result of an enquiry from a sale board ? These are particularly useful if there are any other properties being marketed in your area where there could be buyers looking, or if you are in a prominent position.

Activity report

Keeping you up to date is our priority and we'll aim to give you viewing feedback within 48 hours. We'll also and send you regular activity reports by email which will show you how many times your property has appeared in online searches and individual views of your properties home page.

williamsharlow.co.uk



WE HAVE THOUSANDS OF NEW ENQUIRIES FROM THESE SITES EACH WEEK

Zoopla.co.uk PrimeLocation rightmove OnTheMarket.com

VIEWINGS OFFERS AND OUR OFFICES

Sending your details

At any one time we have around 1,000 applicants registered with each of our branches. Once your property particulars have been prepared we send them to potential waiting buyers. Our computer system enables us to be 100% accurate in ensuring all buyers are notified of your home coming onto the market and our staff will then make contact to encourage them to view.

Viewings

All viewings are accompanied by a trained member of our staff whether you are present or not. We'll never leave you alone to show your home! This can be done using the following two methods, however your valuer will talk you through our recommendations based on your individual requirements. All viewings are confirmed to you by email for your diary management and convenience.

Viewings on request

Buyers can be shown round at any time as long as there is 24 hours notice and you confirm the date and time is acceptable to you.

Open days

We agree a date which is usually a Saturday time slot of two hours. All viewings are then made at pre-arranged intervals. Offers are made during the following week on a 'Tender Basis' or 'Best and Final Offer'.

Feedback

After we have completed a viewing we promise to contact you within 48 hours with feedback so you are kept fully updated with the viewers' comments.

Offer qualification

Every offer is finally qualified. This means that we request a copy of the buyers agreement in principal or ask them to speak with our 'In House' mortgage team. Only after this will we recommend an offer to you. This avoids unnecessary abortive costs or precious time off the market.

Our branches

Our computer linked offices are located in prominent High Street positions. Our Banstead Office is open **SEVEN** days a week.

A professional illuminated colour window card will be produced setting out details of your property and will be displayed in our branch. It will incorporate the price, photos and a brief description to encourage interested parties to call in, whereupon we can discuss your property in more detail.

Our staff

We pride ourselves on a team that has combined experience of over 150 years in the industry. We provide a high level of customer service and are here to ensure that your experience runs as smoothly as possible.

ONE IN FOUR PROPERTIES ARE SOLD AS A RESULT OF AN ENQUIRY FROM A 'FOR SALE' BOARD OUTSIDE A PROPERTY

ADVICE AND SERVICES

Mortgage advice

We have an arrangement with Monica Bradley Associates (MBA), who have been providing their clients with exceptional advice for over 20 years. By working closely with over 90 lenders, MBA have access to thousands of mortgage products, enabling the experienced team of advisers to tailor a lending solution to each clients' needs.

As multiple award-winning brokers MBA are able to offer mortgages – for purchase, remortgage and buy to let – as well as complementary financial services including critical illness cover, income protection, life insurance, landlord's rent guarantee insurance, business protection, buildings and contents cover. Through their network of trusted business partners, the team are also able to offer bridging loans and development finance, wills and trusts, tax planning and wealth management.

Home Condition Survey

Our Home Condition Survey is a comprehensive report developed exclusively for homebuyers and gives you a plain English report on the condition of the property you are purchasing. It is carried out by a fully qualified and accredited residential surveyor and will:

- Identify any major problems with the property you are buying through a non-invasive survey
- Highlight any hidden areas of possible concern that need further investigation
- Give a simple 1,2,3 rating of all key elements of the property
- Deliver a comprehensive and jargon-free report.

Home Condition Survey

Moving costs

Your valuer will be able to calculate all your moving costs based on your sale value and proposed purchase. We will be able to discuss this with you, if required, at the time of your valuation.

Sales progression

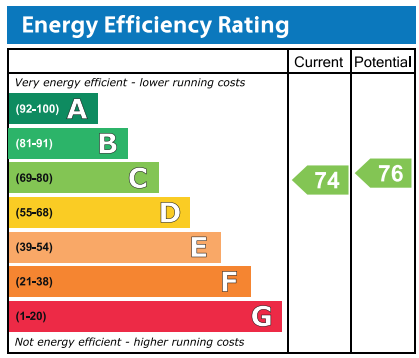
At the time your sale is agreed you will have a dedicated sales progressor who is based at your local branch who will oversee your sale (and purchase if relevant) until your successful move day. Your progressor has direct email and direct dial phone numbers for your convenience.

Solicitors

We are able to recommend excellent local solicitors to provide you with a quotation upon request in all local areas.

Energy Performance Certificate

It is necessary for all properties to have an Energy Performance Certificate (EPC) at the time of marketing. These are valid for a period of 10 years as long as there are no alterations to the property within this time. They detail the emissions and energy efficiency of your home for the prospective buyer. We can arrange an EPC for you upon instruction with a local trusted name.



OUR PLEDGE

Client services summary

We advertise your home on Rightmove, Zoopla, Prime Location, On The Market and our own website – within the same day.

Our offices are open seven days a week and our computer systems are linked.

We have over 1,000 buyers registered, seeking all types of homes.

We accompany all viewings on either an Open Day or by arrangement, whichever is convenient for you.

Professional photography, floorplans and brochures are included within our fee.

All offers are qualified by our own independent mortgage advisors to offer full assurance.

We offer a high level of customer service and provide regular feedback and activity reports showing daily internet searches.

We provide flexible contracts for full peace of mind.

OTHER SERVICES

Williams Harlow Commercial

We have established ourselves as a prominent name in commercial property, specialising in all types of commercial property. We can advise you on all aspects of Freehold and Leasehold matters. The commercial team is headed by Russell Barling.
Contact Russell:
russell@williamsharlow.co.uk

Williams Harlow Land and New Homes

You might have a large garden you no longer require or a piece of land?

We represent most local building companies and new homes sites within the Banstead and surrounding area. We are able to identify potential sites for development and offer structured advice accordingly. For information on this specialised field we have a designated Land and New Homes department headed by Andrew Bull.
Contact Andrew:
newhomes@williamsharlow.co.uk

Designed by haime-butler.com

williamsharlow.co.uk

Banstead Office	**01737 370022**
Cheam Office	**020 8642 5316**
Land and New Homes	**01737 371098**
Commercial	**020 8642 5316**