



preferential
properties



A GUIDE TO MARKETING AND SELLING YOUR PROPERTY

MISSION STATEMENT

Welcome

Preferential Properties lead the way in providing innovative residential sales and lettings services in our area, always exceeding our customers' expectations.

Our aims are:

- To maximise the asset value of landlords' property by adapting to the diversity of individual investors, local market conditions and tenants through sound leadership, unparalleled industry knowledge and our total commitment to service.
- To achieve the highest possible sale price for owners, taking into account current market conditions, whilst ensuring the sale is handled in a professional yet personal manner.



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Preferential Properties Ltd

Telephone: 0121 289 3304 - Fax: 0121 240 2245 - Email: sales@prefprop.com - Web: www.prefprop.com

Registered in England - Registration No. 3871005

► PREPARING THE PROPERTY FOR SALE

As any agent will tell you, it's vital to show your property at its best if you want to attract purchasers. Not every agent has the benefit of our expertise when it comes to highlighting the features and benefits that make potential purchasers choose your property.

Presentation

Always present your property in the best possible condition. You should always try to keep in mind when presenting your property for sale that a potential purchaser has to imagine themselves living there. It is more important to keep the property clean and free from clutter than it is to make expensive upgrades to the fixtures and fittings as these are largely dictated by personal taste.

Some clients can be unimaginative, if their lifestyle differs vastly from your own they can find it difficult to see themselves in the home. It can then be beneficial therefore, for ourselves to conduct viewings in order to enable pets to be walked / children taken out for example.

These tips have been prepared as a guide:

- Neutral decor works best
- Remove all clutter
- Gardens should be neat and tidy
- Pets taken out for viewings

If the property is to be left unoccupied, depending on the time of year, place the heating on a low setting and place static air fresheners around the property. This will provide a welcoming atmosphere for prospective purchasers and could make the difference as to whether or not they decide to offer on your property.

Where possible present the rooms for their intended purpose ie; try to have a dining table in the designated area / double bed in a spacious bedroom.

Try to collate information relating to central heating / rewiring / damp proof course / extensions etc in readiness for queries that potential viewers may have.

We will always give you a comprehensive assessment of any actions we feel are necessary when we meet with you at the initial market appraisal.



▶ VALUING YOUR HOME

"No matter how long you are traveling down the wrong road, when you figure it out, turn around. "

Overpricing is a two-edge sword. If a property is receiving little activity, it is overpriced. Or, if a property is receiving adequate activity, but no offers; it is also overpriced.

Going to market with the highest valuation is not necessarily the best way to secure the highest price. The secret to selling in the current market is to focus on creating footfall in a property by pricing correctly from the start.

While property values remain relatively strong there is still market sensitivity. Buyers continue to be very well informed as their access to price data is unlimited, via various websites such as [nethouseprices.com](https://www.nethouseprices.com). and [mouseprice.com](https://www.mouseprice.com). If you price above the market level then you are liable to alienate a proportion of your target buyers. This could well lead to limited viewings resulting in the property becoming stale very quickly.

We will appraise your home and give you a guide price at the first meeting; this will be based on comparable evidence of properties sold and for sale as well as supply and demand for the kind of property at the time. It is important that we strike a balance between achieving the best price and getting sufficient interest in the property, the busiest time will be the first 6 - 8 weeks of marketing.

With the current shortage of stock, some agents will often overvalue a property just to win the instruction. However, as buyers are better informed than ever before, this approach is unlikely to lead to the best final sale price. Our philosophy has instead been pricing properties to sell, and in most cases this has created serious competition amongst buyers, resulting in above asking price sales.

It is also important to bear in mind that if asking prices are over inflated it is possible that a surveyor will down value the home when looking at it for mortgage purposes.

Selling your property is a joint effort between Preferential Properties and you. In order to achieve success, we must both understand the market in the same way. This kind of shared knowledge comes from always consulting with you honestly.

The most important thing we can do is get your property into the percentage of homes that are selling and get there quickly! This can be done a few ways, but remember first that perceived value is just as important as tangible value. Perceived and tangible value can be created by a combination of proper marketing and competitive pricing.:

The relationship between price and level of interest can be shown effectively in the pricing graph below



► **SELLING YOUR PROPERTY MADE EASIER**

At Preferential Properties, we are more conscious than most of the overriding importance of providing a local service, delivered passionately by local people. This combination of experience and local expertise delivers an unsurpassed and intense market knowledge of the local area, meaning that we work to sell your property at the most realistic price possible with valuations based on what is achievable within the market place.

Free marketing advice

Of course when you sell your home, you'll have expectations as to how much you can achieve and how quickly you can sell it. One of our first steps is to offer you a free consultation so that we can work out a structured marketing campaign to achieve those expectations. You'll be glad to know that from the moment we first visit your home, we're thinking about selling it for you.

Quality photographs

When we take pictures of your property, we do it to a high standard. As part of our standard service, we always take a number of internal and external photographs to ensure the best results. Your property needs to be noticed.

Floorplans

Searching for a new home can be a hard task. Adding a detailed floor plan of the property allows prospective purchasers to have a clear indication of the layout of the property. Floor plans give perspective to the house; show the layout of the rooms and how well the home flows.

Virtual tours

Virtual tours of properties enable prospective purchasers to better appreciate the layout of the property. This allows them to view the property from the comfort of their own home before deciding to arrange a viewing.

Trained and motivated staff

Selling your home can be a testing time for you, especially if you've never done it before. One of our friendly, knowledgeable members of staff will guide you right through the process. They're trained in all areas of property sales, so you'll never feel like you're going it alone.

Local area knowledge

Local knowledge goes a long way. Knowing exactly what certain areas can offer, in the way of schools and other services, is an asset of which we're rightly proud.

You'll find it simple to get in touch with us

Nowadays it's essential that people can contact us easily. After all, nobody likes to be kept waiting, especially when searching for a property. Here's how we keep our lines of communication open for you - and anyone interested in buying your property:

You can call - our staff can provide information on all our available properties and services from Monday through to Saturday.

At other times, you can leave a message - or use the "contact us" service on our website - and we promise to get back to you as soon as we can.

You'll receive invaluable, independent advice. You may find that everyone wants to pass on words of wisdom and experience about selling your home.

Our independent and extensive expertise allows us to offer advice that's always right for you.





preferential properties

0121 240 2244 www.prefprop.com

residential sales and lettings

TAMWORTH
Hopwas



- Detached family house
 - Four beds, 3 receptions
 - Large kitchen, garage
 - Unfurnished
- £475,000**

PYPE HAYES
Paget Road



- Modern detached house
 - Four bedrooms, ensuite
 - Lounge, dining room
 - Furnished
- £195,000**

SUTTON COLDFIELD
Birmingham Road



- Ground floor apartment
 - Two bedrooms, ensuite
 - Lounge, fitted kitchen
 - Unfurnished
- £200,000**

WYLDE GREEN
Webster Close



- 3 bed semi detached
 - Kitchen/breakfast room
 - Garage and gardens
 - Unfurnished
- £165,000**

ERDINGTON
Grange Road



- Semi detached house
 - Three beds, bathroom
 - Kitchen, 2 receptions
 - Unfurnished
- £170,000**

BOLDMERE
Antrobus Road



- 3 bed semi detached
 - Lounge and dining room
 - Modern kitchen, cloaks wc
 - Unfurnished
- £185,000**

CONSTABLE CLOSE
Great Barr



- Extended 3 bed house
 - Large lounge/diner
 - Kitchen/breakfast room
 - Unfurnished
- £160,000**

SUTTON COLDFIELD
Avery Road



- Three bed maisonette
 - Lounge diner, kitchen
 - Balcony and garage
 - Unfurnished
- £130,000**

ERDINGTON
Norfolk Road



- Semi detached house
 - Three beds, shower room
 - Two receptions, kitchen
 - Unfurnished
- £140,000**

ERDINGTON
Goosemoor Lane



- Two bedroom apartment
 - Open plan lounge/kitchen
 - Electric heating, parking
 - Unfurnished
- £110,000**

WYLDE GREEN
Avalon Close



- First floor maisonette
 - Two double bedrooms
 - New kitchen & bathroom
 - Unfurnished
- £90,000**

NEW OSCOTT
Warwick Road



- Modern 1st floor flat
 - Two beds with wardrobes
 - Kitchen, lounge/diner
 - Unfurnished
- £110,000**

PYPE HAYES
Campion Gardens



- First floor apartment
 - Two beds, lounge/diner
 - Master bedroom, ensuite
 - Unfurnished
- £95,000**

ERDINGTON
Smeed Grove



- Mid terraced house
 - Three beds, lounge
 - Downstairs bath, kitchen
 - Unfurnished
- £89,950**

KINGSTANDING
Kingstanding Road



- Superb first floor flat
 - Two beds, bathroom
 - Lounge, fitted kitchen
 - Unfurnished
- £90,000**

ERDINGTON
Moor End Lane



- Modern first floor flat
 - Two bedrooms, shower
 - Kitchen, lounge
 - Unfurnished
- £90,000**

ERDINGTON
Orphanage Road



- Spacious first floor flat
 - Two beds, lounge/diner
 - New bathroom, balcony
 - Unfurnished
- £99,950**

BOLDMERE
Hart Drive



- Large duplex maisonette
 - Two bedrooms, bathroom
 - Garage and private garden
 - Unfurnished
- £115,000**

ERDINGTON
Bickton Close



- Ground floor maisonette
 - Two double bedrooms
 - Lounge, kitchen
 - Unfurnished
- £90,000**

ERDINGTON
Baldmoor Lake Road



- First floor maisonette
 - Two bedrooms, bathroom
 - Fitted kitchen, lounge
 - Unfurnished
- £110,000**

ERDINGTON
Bristol Road



- Modern ground floor flat
 - Two bedrooms, lounge
 - Fitted kitchen, parking
 - Unfurnished
- £140,000**

ERDINGTON
Tower Road



- Ground floor apartment
 - One bedroom, bathroom
 - Lounge, kitchen, parking
 - Furnished
- £75,000**

BROOKVALE VILLAGE
Newland Court



- Spacious second floor flat
 - One double bedroom, bath
 - Lounge, kitchen, garage
 - Unfurnished
- £70,000**

SUTTON COLDFIELD
Far Highfield



- Refurbished studio flat
 - lounge/bedroom
 - Kitchen, shower room
 - Unfurnished
- £70,000**

Renting and Selling quality homes in the Sutton, Erdington, Lichfield and Tamworth areas



Offices at: 34 High Street, Sutton Coldfield B72 1UP and 4 York Road, Erdington B23 6TE

▶ MARKETING

It may sound obvious, but we really know a thing or two about selling property. More importantly, we know about selling property in today's market. In fact, you might be surprised at just how many ways we have of alerting people to the availability of your property.

Window display

Those looking to sell always keep an eye-out, especially on the high street, so our local office makes an ideal shop window for your property.

Local advertising

With our knowledge of the areas' newspapers and magazines, arranging the most effective place to advertise is second nature to us. This isn't based on guesswork either – we constantly monitor responses to make sure your home is seen by the right people. This, in turn, leads to daily requests for property details – which means more potential purchasers on our mailing lists.

“For Sale” board

The traditional method is not to be underestimated – it grabs the attention and often leads directly to that successful sale.

National advertising

Our wealth of experience tells us that certain properties benefit from more widespread exposure, or appearing in more specialist publications, which we can easily organize for you. You can benefit from the latest technology. We're always looking for new ways to let people know about your property. Making best use of the available technology is how we stay at the forefront of residential sales and lettings.

Mobile text messaging

In today's property market, the situation can change quickly. You need the agent who responds the quickest. We were one of the first agents to use a mobile phone messaging service, so that potential purchasers can monitor all the latest properties on the market.

The web

More and more people are looking for sales properties online. Your property will be placed on our website **www.prefprop.com**. Figures for the last six months show on average over 4000 visitors per month to the website*; this is a large shop window. We also feature our properties on other websites too, such as **www.rightmove.co.uk**, **www.findaproperty.com**, **www.primelocation.com** and **www.globrix.com**. Unlike some portals, they feature properties on an extensive range of partner sites as well as their own. This approach opens up a massive internet audience of people looking to purchase your property.

The screenshot displays the 'preferential properties' website interface. At the top, there's a navigation menu with links for Home, About Us, Landlords, Tenants, Property Search, Log in, Contact Us, Latest News, and Links. The main content area shows a property listing for '11 Warrington Close, Sutton Coldfield' with a rent of '£995 PCM' and '4' bedrooms. The listing includes a description, features, and a gallery of images. On the right side, there's a 'Search results' sidebar showing a list of other properties with their respective details. At the bottom, there are several interactive buttons: 'Add to Shortlist', 'E-mail Details', 'Book Viewing', 'Reserve', and 'Ask a Question'.

*Figures based on analysis for the period August to November 2010

► THE LEGAL PAPERWORK

Selling your home can be stressful and the legalities confusing. We know exactly what's what- and we'll smooth the way for you.

Estate agency agreement

The Estate agency agreement is a legal document and will clearly state the initial asking price of the property, our fees and when they are payable as well as the duration of the agency term.

If you are in any doubt over the contents of the agency agreement please do not hesitate to contact us. We use our own agency agreement except when a company or relocation agency stipulate the use of their own.

We require a signed agency agreement before we can commence the marketing of your property.

Energy performance certificate (EPC)

All properties which are marketed for sale in England are required by law to have an EPC; this is a short document which gives the property a rating of how efficient it is to run and what its CO2 emissions are likely to be.

The EPC must be paid for and ordered when the property is first marketed, it is valid with any Estate agent or Letting agent and lasts for ten years.

The contract process

Once you have accepted an offer on your property it is down to solicitors to draw up contracts and progress the matter to legal completion. We aim to facilitate the communication by speaking to yourselves, your buyer and both solicitors on a regular basis and ensure that everything is progressing as it should.

Please see the chart on page 10 for a brief synopsis of the steps from valuation to completion.



VALUATION

- Agree marketing price with Preferential Properties
- Advise Vendor about Energy Performance Certificate (EPC)

INSTRUCTION

- Order EPC and prepare details including photos
- Place property on www.prefprop.com and other property portals
- Notify waiting list buyers of new instruction

VIEWINGS

- Organise viewings with seller
- Accompany prospective purchasers if required
- Obtain feedback from all viewings
- Provide Seller with feedback from viewings

OFFERS

- Report all offers to the Seller
- Negotiate between seller and purchaser
- Verify that purchaser is in a position to proceed with the purchase

- **AGREE A SALE PRICE**

- Confirm Purchaser has sufficient funds to complete purchase

PURCHASER

- Instruct solicitors and provide funds for initial searches
- Submit formal mortgage application
- Arrange for survey

SELLER

- Instruct solicitor to prepare draft contract
- Return completed property forms, fixtures and fittings list.

PURCHASER'S SOLICITOR

- On receipt of paperwork and fee apply for local searches
- Approve contract and raise enquiries with the Sellers solicitor
- Report to purchaser and lender once satisfied with enquiries

PREFERENTIAL PROPERTIES

- Liaise with Seller, Purchaser and both solicitors to keep transaction moving forward
- Arrange access for survey
- Provide regular feedback to all parties
- Liaise with other parties in the chain
- Agree a completion date

SELLER'S SOLICITOR

- Forward contract and title deeds to purchasers solicitor
- Answer all enquiries from purchasers solicitor
- Approve contract

PURCHASER

- Sign formal mortgage offer
- Sign and return contract
- Provide solicitor with cleared funds for deposit
- Confirm completion date with solicitor
- Authorise solicitor to exchange contract

EXCHANGE OF CONTRACTS

SELLER

- Sign Contract
- Confirm completion date with solicitor
- Authorise solicitor to exchange contract

COMPLETION

► BUY TO LET INVESTMENT ADVICE

When you're thinking of investing in property, you can be sure that we'll provide all the advice and services to help you make it a success.

Investment advice

Before you buy to let, you'll want to get an idea of what type of rental yield you can expect. With impressive local knowledge, we're ideally placed to advise and guide you. We can give you an idea of the number of similar properties in the local area and any other factors that may affect its rental potential (for example, if décor needs updating or any refurbishment is required).

Furthermore, because we are affiliated to the National Approved Lettings Scheme (NALS), Mortgage lenders look more favourably on Buy-to-Let propositions when they have assurances that a professional agent will manage the property. You can leave the practical issues to us. We understand the practical demands of being a landlord. You can rest assured that we'll take care of everything, from the moment you decide to let:

- Painting and decorating
- Deep clean
- Garden maintenance
- Major refurbishment

You're in safe hands

You want to know that we'll always follow the rules when we're letting your property. Our credentials offer you just the guarantee you'll want from an agent.

Our professionalism is extremely important to us as we guide you through the letting process. We are proud to be affiliated to the National Approved Lettings Scheme (NALS), and abide by their Codes of Professional Conduct every step of the way, from instruction to legal completion.





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