

# 3 IMPORTANT QUESTIONS TO ASK ANY ESTATE AGENT

'Having worked for several of the large Corporate estate agents in the past, it became apparent to me that these companies lacked continuity of service, have a restrictive marketing strategy (no FREE Actual Video Tours) and charge too much money to pay for their outdated and expensive multi-branch nationwide network and HQ charges.

- 1 As the experienced estate agent will you deal with the whole transaction personally from start to finish?
- 2 Will you provide a FREE Actual Walk-Through Video Tour of my property?
- 3 Why should I have to pay you more money than My Personal Estate Agent?

**VIDEO TOURS**  
available at  
**mypea.net**

Consequently, I decided to create a much more **personal service** whereby: I shall deal with the whole transaction from start to finish which shall include tailoring the **marketing** of your property to suit you and aim to charge a **fixed fee** structure. Subject to a minimum fee of £1750 with NO additional VAT to Pay.

## 3 GOOD REASONS WHY MY COMPANY IS DIFFERENT: 1 MY PERSONAL SERVICE 2 MARKETING 3 FEES



### FOR SALE BOARD

I strongly recommend erection of a For Sale Board as around 12% of enquiries are generated by having one.\*

### THE PROPERTY OMBUDSMAN

I am a member of the above for your protection and peace of mind.

# HOW I PROMOTE, MARKET AND SELL YOUR PROPERTY

## MOBILE YOUTUBE APPLICATION

As over 70% of my inquiries now come from a mobile device it is vitally important to have a mobile optimized site that distinguishes between computer, tablet and phone contacts. Therefore, my mobile site links direct to my Actual Video Tours so buyers/renters can view a walk through tour of all my properties. How many agents can provide actual tours 24/7. I find people now want to use technology that allows people to view instantly.

## FOR SALE BOARDS

For ease of use, I have also added a mobile friendly Actual Video Tour shortcut: [mypea.net](http://mypea.net) to my boards so that any interested party can now sit outside a property and see a Video Tour so as to establish whether the property may be suitable.

## WHY I USE ACTUAL VIDEO TOURS

In my opinion, agent shot Actual Video Tours shall be the next big innovation for Sales and Lettings as they better qualify interested parties. My viewing levels have dropped by around 50% since I started filming them but my Sales and Rentals have increased. This saves everyone time, money and effort in today's time-poor world.



## SEE YOUR HOME COME TO LIFE WITH **my** FREE ACTUAL WALK-THROUGH VIDEO TOURS

1. Available online 24/7
2. Target your market more effectively
3. Average 100+ viewings per property
4. Save time and effort as viewers are more likely to make an offer

**KEEP AHEAD OF THE COMPETITION**

## NEWSPAPER ADVERTISING

Should you wish to advertise in the property newspapers we can arrange for this at cost price in The Solihull News or Solihull Observer. Please note that only around 7% of enquiries come directly from newspaper advertising as internet adverts and YouTube Actual Video Tours provide so much more detail and information. \*



\* Please note that the statistics marked by an asterisk came from a survey of over 1200 buyers carried out in 2008 by a large corporate estate agency chain.

www.



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## FLOOR PLANS

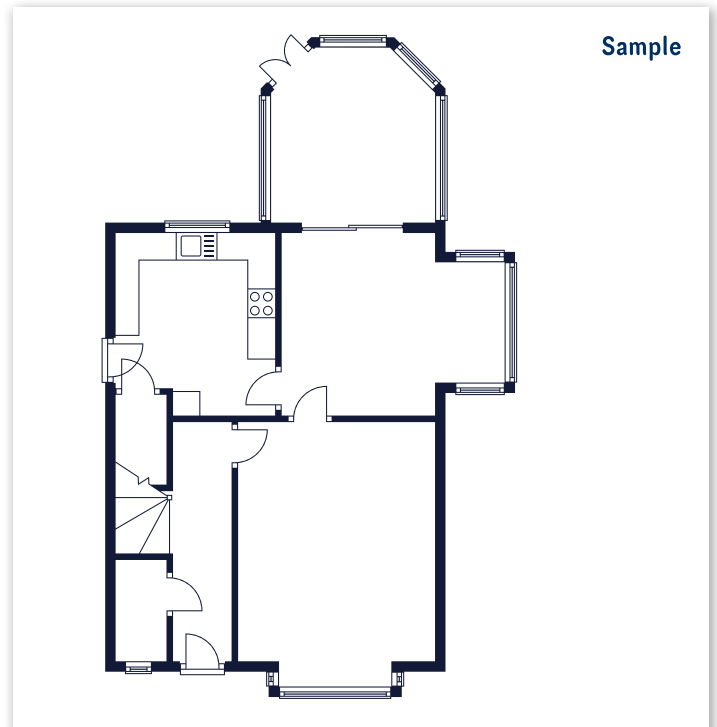
We strongly recommend the publication of a floor plan as this can increase the internet hit rate of your property by up to 12%.

## MANAGEABLE PROPERTY STOCK

Consequently, I have decided to offer a more select service to my customers based on good old fashioned service, combined with the latest technology to help achieve a quicker sale. I am not looking to enter the mass market as I do not want to compromise my service level. I would much rather have a small, select and targeted property portfolio ranging from around £100,000 to £500,000 and put my energies and efforts into selling these.

## ACCOMPANIED VIEWINGS AND FEEDBACK

I will personally accompany viewings and aim to give you concise and relevant feedback within 24 hours.



## ONWARD PROPERTY PURCHASE NEGOTIATION

If you are looking to buy another property I can advise you on the best way to present your offer and even negotiate on your behalf direct with the other estate agent involved should you so wish.

## 'OPEN HOUSE' MARKETING INITIATIVES

We are able to provide bespoke marketing options to help get you moving more quickly.

## ACCELERATED MARKETING

If you need to get moving more quickly due to a job move, relationship breakdown or your property is unoccupied then we have a range of marketing options that may help to achieve a sale more quickly.

## RESIDENTIAL LETTINGS

We are able to offer a residential lettings service complete with FREE ACTUAL VIDEO TOURS through my associated parent Company BOWENS established in 1969.

If you have instructed another agent on a 'sole agency' basis you must check whether by instructing me as agent as well that you may still be liable to both agents fees once your property has been sold.