

# 3 IMPORTANT QUESTIONS TO ASK ANY ESTATE AGENT

'Having worked for several of the large traditional 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service, have a restrictive marketing strategy (no FREE Actual Video Tours) and charge too much money to pay for their outdated and expensive High Street multi-branch office network. As very few people bother to visit an estate agent now it makes sense to reduce costs by having one centralised local office like mine.

**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?  
**Larger estate agents fee example:**

£200,000 x 1.25% = £2,500 plus VAT = £3,000 →

£350,000 x 1.00% = £3,500 plus VAT = £4,200 →

£500,000 x 1.00% = £5,000 plus VAT = £6,000 →

# LESS 50%

**Our fee example:**

£3,000 less 50% = £1,500

£4,200 less 50% = £2,100

£6,000 less 50% = £3,000

## 3 GOOD REASONS WHY MY COMPANY IS DIFFERENT:

**1 MY PERSONAL SERVICE 2 MARKETING 3 FEES**

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 up to 50% less than the larger multi-branch based estate agents on a **fixed fee** structure. (Based on the above fee example for my normal marketing offer and subject to a minimum fee of £1500, no additional VAT to pay).



### 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



## RIGHTMOVE MARKETING

Statistics now show around 90% of people start their property search on the internet and Rightmove is by far the most popular property portal as it appears in the top ten most used sites in the UK along side Facebook, You Tube, BBC News, Google etc.

That is why I use Rightmove as only around 7% of enquiries come from office window displays.\* Therefore, it is no longer important to have an expensive High Street Office in your or any area. Very few people now have the time or need to drop into an office for details as they are available online with aerial views, street views, proximity to public transport and schools etc.

## RIGHTMOVE PREMIUM ADVERTISING

For an additional advance payment I can upgrade your property to a premium advert. This shades your advert a different colour, has a red banner and it also appears towards the top of the search page results. This may increase the hit rate by up to three times the standard advert (see example to the right).

**£400,000**  
4 bedroom detached house for sale

MyPersonalEstateAgent.net are delighted to offer for sale this extended and much improved executive detached family home that is situated within the heart of the highly sought after modern development known as Hillfield which is located a short drive from the centre of Solihull and Touc...

More details, 19 photos, floorplan, brochures and virtual tour  
[Save property](#) | [Contact agent](#)

**Guide Price £395,000**  
4 bedroom detached house for sale

Spacious second floor apartment within excellent reach of Solihull schools and amenities

More details, 7 photos, floorplan and brochures | [Save property](#) | [Contact agent](#)  
[Upgrade listing](#)

**£395,000**  
4 bedroom detached house for sale

\* Four Bedroom Traditional Detached \* No Upward Chain \* Gas Central Heating \* Double Glazed \* Enclosed Porch \* Impressive Entrance Hall \* Large Through Lounge/Dining Room \* Conservatory \* Large Extended Breakfast Kitchen \* Utility Area \* Downstairs W.C \* Four Bedrooms \* Modern Refitted Bathroom ...

More details, 9 photos, floorplan and brochure | [Save property](#) | [Contact agent](#)  
[Upgrade listing](#)

**Offers in Region of £389,950**  
4 bedroom detached house for sale

An opportunity arises to acquire a four bedroom traditional style detached residence



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**

## RIGHTMOVE MONTHLY CLIENT REPORTS

I will print off a report on a monthly basis and discuss with you how your property is performing against an average and make relevant suggestions on how to improve the hit and click through rates to increase your property enquiry levels.

## RIGHTMOVE PHOTO SWITCHING SERVICE

I will swap your photographs around for you on a regular basis in order to maximize the exposure of your property on this site.

## 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

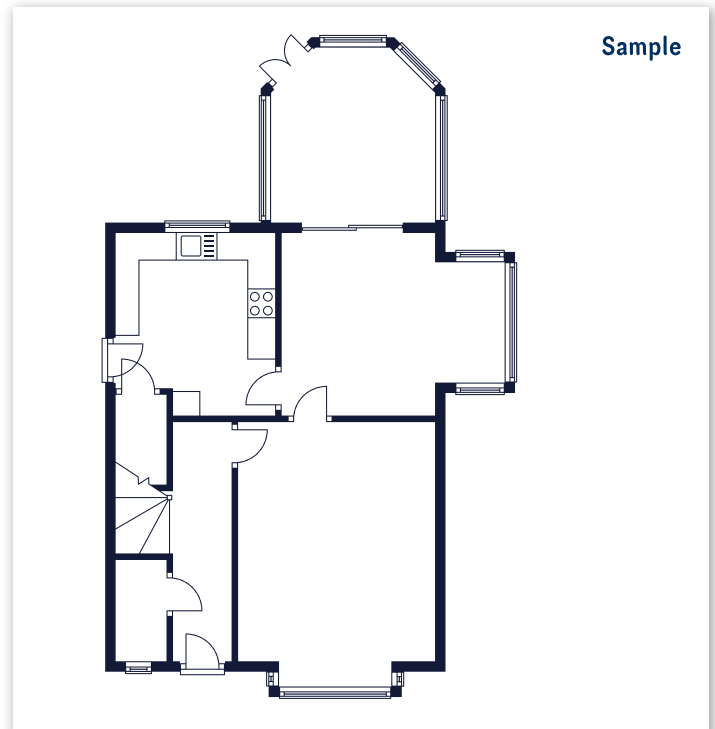
We strongly recommend the publication of a floor plan as this can increase the internet hit rate of your property by up to 12%.

## 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

For an agreed additional sum 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.