

# Personal Marketing Report

**parkers**



**Paul and Lesley Bartlett**  
**Inglestones, 144 Main Road,**  
**Long Hanborough, Oxfordshire OX29 8JY**

-  Parkers Estate Agents  
63 High Street, Witney, OX28 6JA
-  01993 708638
-  [witney@parkersproperties.co.uk](mailto:witney@parkersproperties.co.uk)

## Suggested Marketing Price

Any home is worth what a willing buyer is able to pay for it. Our view is that it is the agent's role to maximize the premium that a good buyer will be willing to pay for the property taking into account the many features that make the property both unique and desirable.

We recommend retaining the current guide price of **£900,000** to establish what impact improved marketing brings about. Naturally offers should be considered on their individual merits, and if the property remains unsold the price should be reviewed to ensure it continues to be in line with market expectations. The final resolution of Brexit should make future advice clearer!

A beautifully presented home appointed to an impressively high standard set in fine grounds with an abundance of parking. The sunny southerly aspect, quality fenestration and desirable 'broken plan' layout coupled with a superb kitchen arranged around the AGA will further enhance the appeal of your home to many of the most discerning buyers registered with us. This is particularly true of those with business or other interests in either Oxford or London who will appreciate the convenient rail service to these cities.

Critical to getting the best price will be the quality of presentation of the marketing. Our unique 3D floorplans and 360° virtual tours will illustrate the real attractions that are not evident from a drive by. All of this and accompanied viewings are included in our 1.5% of the sale price sol agency fee. This fee is inclusive of VAT and is equivalent to 1.25% +VAT

A link to one of these will be found in the email that accompanies this report..

## Marketing Strategy

At Parkers Estate Agents we pride ourselves on our personal service offering clients clear professional advice on both the sale and purchase of residential property. Parkers have been successfully selling homes for over 70 years and during that time have become one of the leading estate agency brands in the region dealing with many thousands of satisfied clients.

Parkers operate on a **No Sale – No Fee** basis which the full range of our best-in-class marketing tools. We will create your bespoke marketing plan, tailored to deliver the best possible outcome to your unique circumstances.

Our award-winning marketing includes:

### Sales Particulars and Photography

Your property will benefit from our specialist marketing using digitally produced colour brochures. Furthermore, we offer the advantage of both 2D & 3D floor plans which, in our experience, encourages more productive viewings. We uniquely offer interactive 360° virtual tours which give buyers the ultimate experience in viewing your property, thus increasing the number of your property views online as well as the number of enquiries for your property. It also ensures potential buyers are educated about your property before viewing.

We're incredibly proud of our photography. All our images are enhanced and optimised with only the best quality photos used to showcase your property. Ensuring your property attracts attention and stands out from its competition is vital.

### Internet & Digital Advertising

We're fully connected with our customers through our sophisticated but easy-to-use web site **parkersproperties.co.uk**, which attracts nearly 400,000 visitors every year. Our website also has a live chat facility meaning our customers can reach us an, most importantly, enquire about your property or book viewings 24/7, 365 days a year.

All our properties can also be found on the UK's leading property portals such as Rightmove, and On The Market.

We can also offer featured property presentations, property of the week or premium listings for these websites.



## Opening Hours

**We are open for enquiries 7 days a week, 24 hours a day with via our phones and online live chat service.**

This means we're always open to deal with enquiries and book appointments to ensure we achieve your sale. Parkers Witney is open when other agents are firmly closed for business.

Our prominent High Street office is open:

Monday – Friday: 09:15am – 5pm

Saturdays: 09:30am – 12:30pm

## Other Offices

We are part of a leading UK property group of over 250 quality high street estate and letting agents. This network provides us with referrals from around the country and means your buyer may have been passed to us from Yorkshire, Bristol or North Wales. Parkers have 14 branches spanning Berkshire, Gloucestershire, Hampshire, Oxfordshire and Wiltshire. We're well known within our local communities and with our strong network of branches, we are experts on the local market. We have unique insights to help you to sell your property in the right timeframe for the best possible price and give your property the maximum possible exposure.

## Social Media

Your property will be showcased on social media through Facebook, Twitter & Instagram. We produce videos of properties which are promoted via these media channels, increasing exposure to potential buyers. We work with leading marketing agencies to deliver targeted adverts to find your buyer. Our unique strategies deliver proven results.

## Proactive Approach to Selling

On receiving your instructions to sell, once the Energy Performance Certificate has been organised, we will immediately contact all potential viewers on our database. Many properties can achieve high interest levels prior to advertising, a real benefit to those clients looking for a swift sale at the best possible price. Our registered buyers will receive an automatic notification of your property becoming available within minutes.

## Keeping You Informed

Communication is a vital element of our service and is essential to ensure your property transaction progresses smoothly. You will be contacted promptly after every viewing at your property. You will also receive regular progress reviews offering specific marketing advice and guidance. Once your property is sold you will also be updated frequently with updates from solicitors, mortgage lenders and other parties connected with the transaction.

Our clients benefit from our experienced, qualified team as we have a greatly reduced fall through rate, providing you with a more assured and quicker sale.

## The Office

Parkers are renowned as professional and ethical Estate Agents. Owned and managed by former Army Officer Brendan Kay, the Witney office is a second-generation family business. We are members of the Property Ombudsman Scheme and pride ourselves on maintaining the highest regulatory standards, with recognised codes of practice that include data protection and money laundering. Over the years our business has grown due to personal recommendations and the commitment of our enthusiastic staff. Our team have unparalleled local knowledge and expertise and will be delighted to handle every aspect of your sale for you.

## Removals

Ensuring we offer an exceptional service we have teamed up with several local removal companies that will be happy to visit your home and talk you through your moving requirements to tailor a package to suit your needs.

## Conveyancing

We are able to offer you exclusive and very competitive deals on conveyancing from our panel of local top quality solicitors. We highly recommend that you start your paperwork with your solicitor upon marketing of your property to ensure a quick, smooth transaction to avoid any unnecessary delays.

## EPC

It is a legal requirement that properties have an EPC commissioned prior to marketing. No further action is needed.

## Your Local Award Winning Agent

Parkers are a part of one of the UK's largest property groups, and have been recognised by many awards over the years. We are delighted that our dedication to superb customer service and both our sales and lettings offerings have been recognised by all the prestigious awards and ratings we've achieved.



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## Read What Our Customers Have To Say About Us

We ask all our customers to review our services at the end of their transaction either on Google or Facebook. To read what our customers have to say simply Google 'Parkers Witney' or search the same on Facebook.

## Your Parkers Sales Team

<b>Brendan Kay MNAEA MARLA</b>	Managing Director
<b>Gavin Pike MNAEA</b>	Village & Residential
<b>Gary Sangwell</b>	Sales Negotiator
<b>Jade Webster</b>	Property Professional
<b>Adrian Punter</b>	Property Professional

I look forward to hearing from you and trust we can be of help in one way or another.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Gavin'.

Village & Residential Sales  
Parkers Estate Agents Witney

27 September 2019