



Selling homes,
Realising assets





First things first

You might think there's little difference between estate agents but, like so many things in today's complex world, it's often those things we take as a given that truly make a difference.

Over 60 years since we started, Park Estates remains independent, family run and with knowledge of the local area we believe is unrivalled. Yes, we've seen change over the decades but we believe that puts us in a unique position when it comes to advising and helping the buyers and sellers of today – and tomorrow.

We could tell you we're friendly, professional and attentive to the needs of every client at all times, but isn't that what you'd expect from an estate agency? It's because of our roots, the way the business has evolved and our enormous experience in the area we believe sets us apart.

Of course, we want to help you find that dream home and present the one you currently have most impressively to the market but we believe it's about much more. And the best way we can demonstrate that is through the high number of homeowners who return to us time and again as life develops, priorities shift and needs change.

That means using more than half a century of local knowledge to ensure we offer clients the best information, the most impartial advice and an approachable, trusted service without obligation. Ultimately it's designed to help you make the best, most well informed choices.

Welcome to Park Estates

Why choose us?

We are a long established independent company that has been serving the local community since 1957.

Our success has been built on a solid foundation of providing a friendly, personalised and highly professional service to suit the individual needs of all our clients, past and present.

Our dedicated team of extremely experienced property professionals will be working very hard on your behalf, providing a service we believe is second to none.

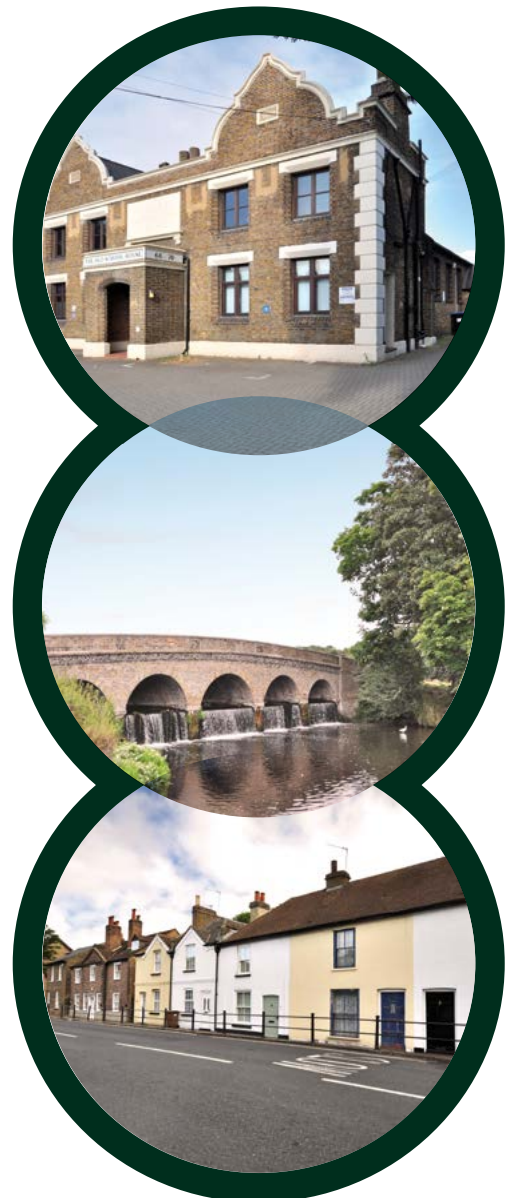
To confirm a commitment to our profession and the services we offer and to give our clients total peace of mind and complete assurance every step of the way, we are members of the following professional bodies

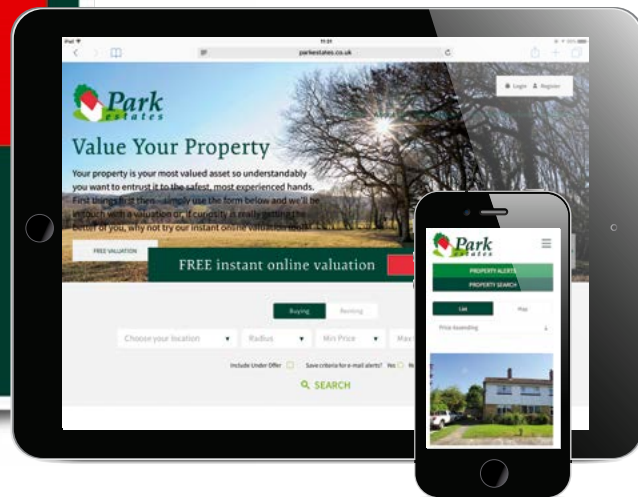
- **NAEA Propertymark**
- **The Property Ombudsman**
- **The Tenancy Deposit Scheme**

What we do – a quick guide

We explain our services in more detail later elsewhere in this brochure but here's a quick guide to what we do:

- ✓ **Advertising your property on the most important, most visited websites.**
- ✓ **Organising eye-catching, attention-grabbing photography.**
- ✓ **Producing high quality sales and marketing materials.**
- ✓ **Regular, informed feedback on both marketing activity and viewings.**
- ✓ **Accompanied viewings (where required) and the hosting of open days.**
- ✓ **A splendid double fronted position at the heart of Bexley Village with significant window display to profile your property, and business opening hours you would expect.**
- ✓ **Local conveyancing, mortgage advice and removals referrals.**
- ✓ **And, finally, six decades of operating as an independent, family-run business.**





Getting started

You and our team

Whether you are ready to sell, want a valuation or just an informal chat about your options within the current marketplace, our team will also be delighted to see you at our offices located in the heart of Bexley Village.

Marketing

This is all about marketing your property as effectively as possible so we'll use all the usual methods you would expect matched, at all times, by a transparent, friendly and approachable way or working.

So, of course, your home will feature on our website and mobile platform giving you instant access to the market and you'll also have a presence on key property web portals such as Rightmove, OnTheMarket.com and Zoopla.

Our marketing activity also encompasses eye-catching, attention-grabbing property details, professional photography and floor plans.

We use specialist estate agency software, enabling us to contact potential buyers instantly with automated web and email updates. And to generate suitable viewings, your details will be instantly relayed to all relevant, prospective buyers registered with Park Estates.

Even in the internet age, our optional – and distinctive – “for sale” and “sold” boards continue to provide an effective way to create interest in your property and, of course, we operate as you would expect a “no sale, no fee” business model.

rightmove 

 OnTheMarket

ZOOPLA



Presenting your property

The name of the game is to sell your property as quickly as possible and to realise the maximum value the market will command. But research suggests the average buyer forms an opinion within 15 seconds of entering a home.

A key part of that is presenting your most valuable asset in the best light. Should you need any help or advice on the condition of your property our team is always on-hand and, if you've any concerns over issues that are more than purely cosmetic, then one of our panel surveyors will be able to assist.

Years of use, entertaining and general wear and tear impact on even the most lovingly prepared property but presenting your home for sale doesn't have to be expensive.

Here are a few tips and suggestions to help realise the best from your sale:

- * *Sometimes it's about what doesn't get noticed as much as what does so try and be on top of simple DIY jobs (broken door knobs, cracked tiles – that sort of thing).*
- * *We're sure you will, but keep the property clean and tidy (some viewings may be last minute).*
- * *Declutter – no one wants to see a lounge full of work papers, piles of ironing, exercise equipment.*
- * *Decluttering doesn't mean depersonalising – your home should have a personality but one a buyer can see as part of their future.*
- * *Avoid lingering smells and odours (flowers and candles are good though) and while you will of course love Buster or Kitty, remember, we aren't all as keen on animals!*
- * *If you've a garden space, don't forget to ensure this is all at its best.*
- * *And remember, a prospective buyer needs to be able to visualise their new life in your home.*

Viewings, offers and sales progression



It's all in the viewing

If your property is vacant, it's difficult for you to show potential buyers or you would simply prefer us just to carry out accompanied viewings then a member of our team we will happily do this. The property "open day" is something that can appeal to both sellers and buyers and we'd be delighted to advise you on the best ways to maximise the potential of such an event.

We always try and report back to clients on feedback from viewings as, where necessary, constructive feedback can often be an integral part of any changes (no matter how small) to an ultimately successful marketing strategy.

Ensuring the right offer is from the most suitable buyer

Hopefully you'll receive a number of offers on your property – we don't merely pass these on to you. Instead, we will check that a prospective buyer has the ability to progress through to completion and all offers, regardless of the terms, will be put to you for consideration and discussed on their merits, allowing you to make the best informed decision.

Keeping in touch

No one likes silences – especially when it comes to the truly significant things in life. That's why we'll attach great importance to "keeping in touch". It may be to keep you regularly updated and advised of all developments, to follow the progress of a particular aspect of the process or even just to chat things through.

Moving on

You may, of course, not just be selling but also moving on to a new phase in your life. If you need assistance with finance then one of our independent mortgage brokers with access to the very best rates and offers in the market place we will happy to assist you.

What happens next?

Once a sale has been agreed our experienced team will monitor everything for you, dealing immediately with any issues that may arise, offering advice and guidance where required and giving you piece of mind as your sale moves towards completion.

Other useful tips

“An estate agent is an estate agent” you may well say. And, although we would say it, there are differences and there are various points to consider when selecting yours.

Impartiality

A good estate agent should tell you what they can do for you, not what their competitors can't. The focus should always be on you and your property and, needless to say, steer clear of any “hard sell” tactics.

Be realistic

When we put our home up for sale of course we want the best price but we also need to be realistic. Over valuations may get a client's business but if it doesn't match the prevailing market then everyone – especially you – is wasting valuable time.

Going solo, going joint, going multiple

There are several types of estate agency agreement and the most common is the “sole agency” (where one agent represents your interest). The other is the “joint” or “multiple agency” route in which more than one agency will be marketing the property. This is usually the more expensive route and doesn't necessary double or triple your chances of a quicker sale or a better price.

Making it personal

Regular dialogue and progress updates are an essential part of any property sale so be sure who you'll be dealing with – ideally you should have one main point contact.

We're here to help make your life easier and, given there's nothing like a list to keep most of us firmly on track, this check list – while by no means exhaustive – will hopefully give you a basis from which to plan the sale of your property.

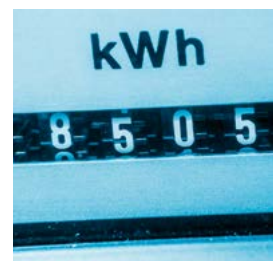




Seller's checklist

Selling your property is a big step and, as with anything else, it's better to be prepared. Here is a short checklist to help you with this.

- ☐ Choose a reputable agent with a track record for success, don't feel pressurised
- ☐ If you are moving home, research the area you are moving to, ask your selling agent to help with this
- ☐ Think carefully before signing an agency agreement and make sure you are comfortable with the terms
- ☐ Prepare your property for marketing to ensure it is viewed in the best possible light by your buying audience
- ☐ Secure the services of a local solicitor. It's advisable to do this early on as they cannot act for both you and your buyer (so get in there first)
- ☐ Check your documents are in order, such as your lease, and make sure any ground rent and service charges are paid up to date
- ☐ Speak to your lender to make sure your mortgage is portable and whether there are any charges, e.g. early redemption penalties
- ☐ Commission your Energy Performance Certificate before you market your property
- ☐ Check the property details making sure they are correct as items listed will be perceived as being included in the sale price
- ☐ Don't leave your removal arrangements until the last minute. Do your homework, obtain quotes
- ☐ Once you have a completion date, make arrangements to transfer your utilities and take meter readings on the day
- ☐ Ensure all keys are ready to be handed over to the new owners, including window keys





The cost of moving

Marketing price £

Estate agent fees £

Solicitors fees £

Removals £

Total cost of selling £

Purchase price £

Solicitors fees
for buying £

Survey fee £

Stamp duty £

Total fees for
your new home £

All fees are approximate.
We recommend obtaining
quotes from our approved panel
of solicitors and obtain advice
from our independent mortgage
adviser to confirm exact cost.



what they say about us

Putting clients first is what we do best – but don't take our word for it, here's what just a few of them say about Park Estates.

All our staff are experienced and undergo professional training and we regularly receive evidence of 'excellent' customer service. We ask every single one of our customers to provide feedback and rate our service performance.

Thank you for all your efforts you put into our new home. Lovely to have someone personal.

Love John & Vio

Just to say THANK YOU for all your hard work and support for my recent property transaction.

Regards Sue

We absolutely know you have gone above and beyond the norm for us. Thank you so very much – from the bottom of our toes to the tops of our heads!

Clare, Terry & Jenson

Thank you so much for all your help. We don't think we would have made the change without you.

Elenor & Paul

*To the whole team at Park Estates
Thank you for making my new home happen so quickly. I know what a challenge it was and I very much appreciate all your hard work.*

Nicky



Have you seen the signs?



We've been selling properties in and around the Bexley area for more than half a century – we're sure you've seen the signs.

We're an independent, family-run business and feel that's what helps sets us apart. A seller is never just another client and we're delighted that many of those we've helped sell a property or find a new home have come back to us as the next stages in life unfold.

If you are considering moving and would like a free, no-obligation valuation call our team on 01322 553322.



we have your area
covered

