



Radcliffe & Rust
Residential sales & lettings

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Your guide to residential sales

1 The valuation

One of our experienced valuers will visit your property to listen to your needs, discuss our marketing plans and recommend a pricing strategy. Based on in-depth knowledge of the property market and local area, we will guide you through each step of the selling process.

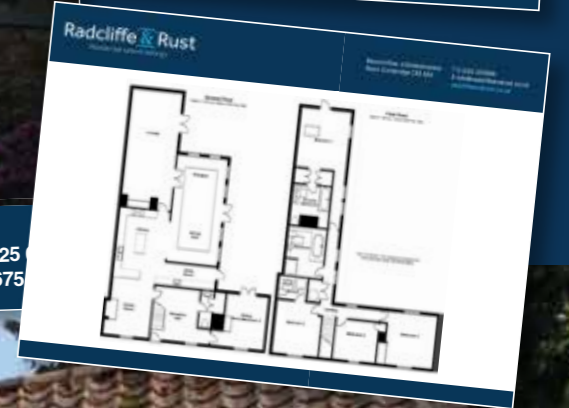


Show your property in its best light with a high quality brochure



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Gallions, 33 Fair Green, Reach CB25
Guide price £675k



2 Professional photography

Lights, camera, de-clutter! Presentation is the most important marketing tool to attract the maximum number of buyers. We recognise the value of using professional photography, and therefore all Radcliffe & Rust properties are presented with high quality photography. De-cluttering every room is vitally important to give your property the maximum appeal.



3 First impressions

Ensuring your property has "kerb appeal" is of paramount importance. Is the lawn neatly cut? Are the bushes & shrubbery trimmed back? Is the driveway clean? Are the bins tidied away? A buyer's first impression of your property can make all the difference.



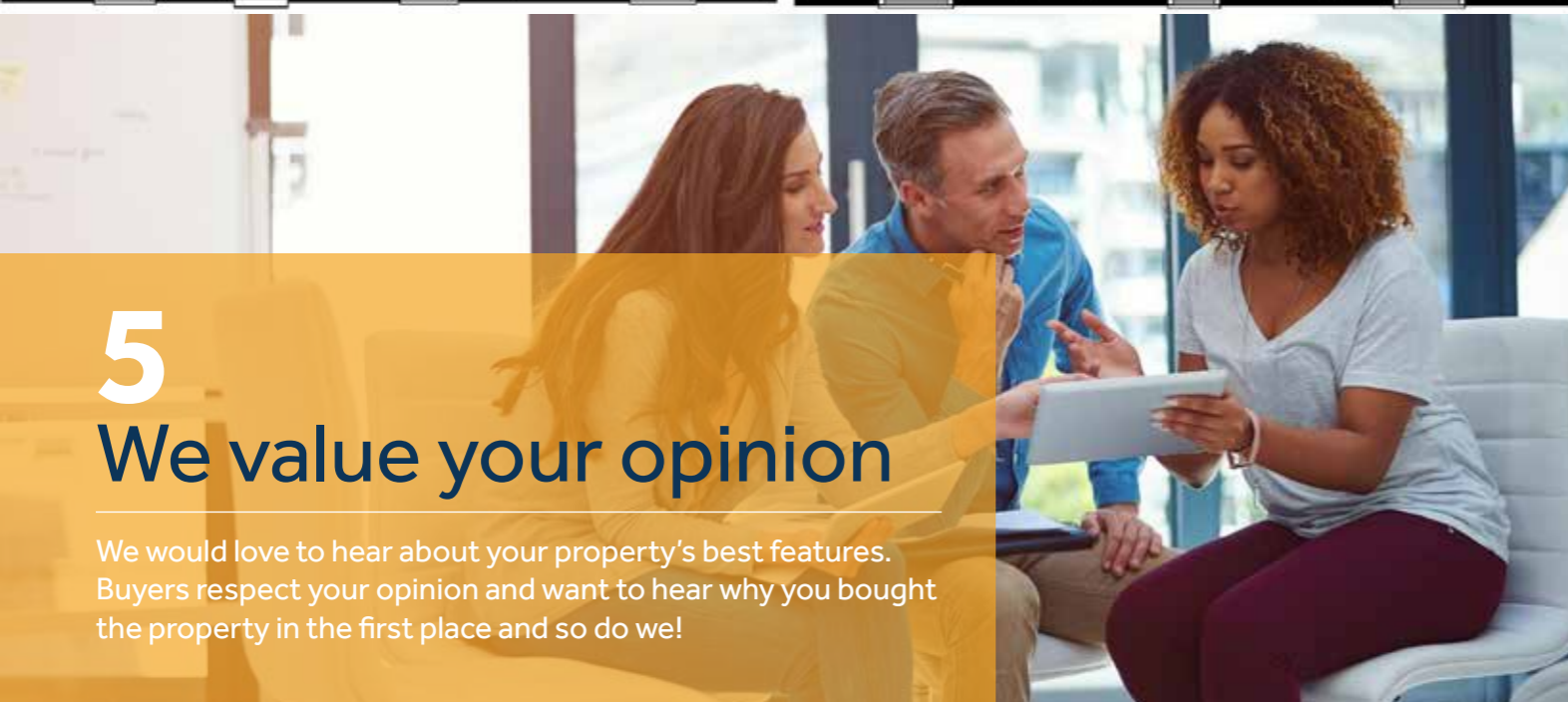




4

Another essential tool

Floorplans give a true perspective of the accommodation your property has to offer. Floorplans are vital for buyers, so they start thinking straight away if your property meets their current and future requirements.



5

We value your opinion

We would love to hear about your property's best features. Buyers respect your opinion and want to hear why you bought the property in the first place and so do we!



6

Draft details

Our valuer will prepare the sales particulars and send you a draft copy via email. Upon your approval the brochures will be professionally printed, and an electronic copy will be loaded up to the property portals.



7

Personal service

Radcliffe & Rust are an independent agency. As an agency we recognise the value of individual attention from day one to completion; rest assured you are in safe hands.

“Thank you both so much for the help and advice you have given us, in our recent sale and purchase. Nothing was too much trouble. We were really impressed with everything that you helped us with and would have no hesitation to recommend you to anyone.”

Alan & Linda Ellis



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How we target your buyer

rightmove



PrimeLocation.com

Zoopla



radcliffeandrust.co.uk

We advertise your property on all major property portals including Rightmove, Zoopla, Onthemarket & Primelocation. RadcliffeandRust.co.uk is a modern, responsive and user-friendly website, where our focus on high quality presentation shines through. We combine the latest technology with the traditional approach, and talk to our active buyers to promote your property and encourage them to arrange a viewing.

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Latest technology

A vast majority of property buyers browse for their new home on their smart devices. Radcliffe & Rust has its own responsive website to capture this, ever growing and important market

11

Accompanied viewings

Showing potential buyers your property is a specific skill, our sales team excel at. We know the best way to conduct a viewing, when to talk, when to listen and how to sell your property's key features.

10

We always remember our...

Always Be Calling...There is a chance that the buyer of your property could already be on our database. Our negotiators begin the process of phoning our registered proceedable buyers, to inform them that your property is for sale and to encourage early viewings.

Where do our buyers come from?

- Our existing database of buyers, registered and waiting to view
- Internet advertising
- Our membership of all major property portals
- For sale boards
- Customer reviews
- Social media



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Communication

Viewing feedback is important! At Radcliffe & Rust we are committed to giving you honest and clear feedback after every viewing.



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Offer process

Due to our staff's expert training and experience we, at Radcliffe & Rust, are able to negotiate on your behalf to achieve the best price possible for your property, while finding you a buyer that will match your desired timescales.



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The sale

As soon as we have confirmed your buyer's affordability and their conveyancer details, we will send out the Memorandum of Sales. Only then do we ring the sales bell... although our service doesn't end there.



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Follow-up

Once a buyer is found and your property is removed from the market, the team will ensure that your sale is chased when needed, any problems with the chain are resolved, and you are updated along the way, up until that all important exchange of contracts.



what our customers say...

Firstly we rented our property out and chose to use Radcliffe and Rust as they seemed to know the local market and our development very well, they found us great tenants who respected our property throughout their stay.

The whole team looked after are interests from start to finish and couldn't fault them which is why when we finally decided to Sell we went straight back to them and received the same great level of service to the end of the sales process.

Many thanks to David, Richard, Craig and Lauren for getting us across the finish line in a more challenging market place.

Craig G

I just bought my first property through Radcliffe and Rust and I must say that David has made this stressful time incredibly easy for me. As a first time buyer, I had lots of questions that needed clarification. David has been very patient, always responded quickly and nothing was too much of a trouble for him. If you are buying a property through this estate agents, you can rest assure they will look after you. Lauren and Richard have been also very helpful in David's absence - they clearly form a great team.

Andrea C

I found Radcliffe & Rust by googling when I decided to rent out my property. At first, I was a bit skeptical since it is a relatively small firm but how wrong I was. Big thank you to David, Craig and Lauren for making my life so much easier!

HY

Very good services received from David and Craig during selling my house. They are always very responsive and understand customer's needs and the market very well. I was impressed with their professionalism and energy throughout the process. I would recommend them to friends.

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