

We are in the business of helping people move, let's do it together

[www.elderfroy.co.uk](http://www.elderfroy.co.uk)

With offices in Ilminster, Crewkerne, Dorchester and Beaminster

## Marketing Your Property



### Our Aim

To provide maximum exposure to the market thereby ensuring that we generate as much interest in the property as possible, achieved by first class presentation and a well targeted advertising campaign.

To deliver a professional and attentive service, doing our utmost to ensure the successful sale of your property.

### Achieving our aim

- ✓ We are an independent agency, with an extensive knowledge of the local property market. We take the time to listen carefully to our clients' requirements and are therefore in a position to offer excellent client service to both vendors and purchasers
- ✓ Our offices in Ilminster, Crewkerne, Dorchester and Beaminster are located in central, busy locations and our window displays provide high profile sites in which to advertise properties
- ✓ Colour sales particulars, all with floor plans, will be prepared for your approval. They will then be printed and circulated to potential purchasers registered in all four of our offices
- ✓ Elder & Froy will pay for and undertake a campaign of local and regional newspaper advertising, including the writing of and circulation of editorials
- ✓ All properties will be advertised on our website [www.elderfroy.co.uk](http://www.elderfroy.co.uk) and also on the UK's most successful Internet sites – [www.rightmove.co.uk](http://www.rightmove.co.uk), [www.primelocation.com](http://www.primelocation.com) and [www.findaproerty.com](http://www.findaproerty.com)
- ✓ Full brochures, floorplans and unlimited photos will feature on all of the above websites
- ✓ Brochures will be present in all four of our offices
- ✓ We are very happy to carry out accompanied viewings and will report all viewing feedback to vendors within 24 hours
- ✓ 'Open Hour' viewings can be arranged
- ✓ Our offices are open six days a week and we will carry out viewings in the evenings and on Sundays if requested
- ✓ Fiona Elder and Stephen Froy are members of the Royal Institution of Chartered Surveyors and with their colleagues will professionally manage each sale and report on progress through to the final stage to ensure a successful transaction
- ✓ Monthly progress reports will be produced for vendors, to monitor the marketing of your property

# Our Teams and Our Offices

## Ilminster Team



**Stephen Froy**  
Director



**Chris White**  
Associate Director

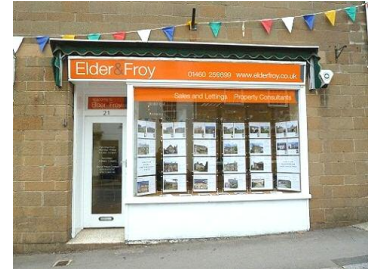


**Hilary Mackey**  
Sales Negotiator



**Sally Edwards**  
Sales Negotiator

## Ilminster Office



21 East Street

## Crewkerne Team



**Chris White**  
Associate Director



**Alison King**  
Sales Negotiator



**Hayley Davenport**  
Sales Negotiator

## Crewkerne Office



29 Market Square

## Dorchester Team



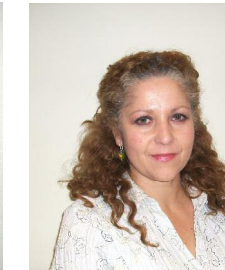
**Fiona Elder**  
Director



**Jo Warren**  
Associate Director



**Nick White**  
Sales Negotiator



**Christina Jones**  
Sales Negotiator

## Dorchester Office



22 Middlemarsh Street  
Poundbury

## Beaminster Team



**Kelly Roskell**  
Managing Director



**Dave Penn**  
Sales Negotiator



**Sarah Nobbs**  
Sales Negotiator



**Debra Norris**  
Support Staff

## Beaminster Office



20 The Square

## Useful things to know...

### Elder & Froy

We are an independent firm of Sale and Letting Agents who were established in 1999. We also sell and let commercial property and manage blocks of flats. We can offer advice on agricultural matters, provide a relocation service and are qualified to conduct probate valuations.

### Legal Preparation

We suggest that solicitors are requested to prepare a draft contract and complete the standard pre-contract enquiries to avoid any delay once a purchaser has been secured. Deeds can also be requested in advance, via solicitors, from the lender should there be a mortgage on the property.

### Energy Performance Certificates (EPC)

It is now a legal requirement that all properties have an EPC within the first 28 days of marketing. We can arrange for a local assessor to visit and carry out the inspection. Charges can vary depending on the size of your property. The cost for the EPC will be paid upfront by the vendor and Elder & Froy will deduct the cost from our account on completion, so effectively the EPC is free.

### Offers

We will verbally report all offers made for the property promptly. However, estate agency regulations require us to also forward them in writing unless the vendor instructs us otherwise. An 'Offers Form' will need to be completed.

### Property Misdescriptions Act 1991

The above act makes us responsible for ensuring we give accurate information about the property to prospective buyers. A 'Property Data' form will need to be completed.

### Estate Agent's Act 1979

We are required by law to obtain a formal acknowledgement before placing a property on the market. In accordance with the above Act a signed agreement will need to be returned, giving us authority to proceed. Our Agency Agreement states our terms of business on the second page.

### Money Laundering Regulations 2003

Under these regulations we will need to verify your identity. We will need to inspect original documents (normally a passport and a recent utility bill) and take either photocopies or details for our records.

### Instructing Us

Simply call us to verbally instruct us and we can arrange to measure up and take photos. Please then complete and return the standard pre-marketing forms.

### Testimonials

Visit [www.elderfroy.co.uk](http://www.elderfroy.co.uk) to view our glowing testimonials

### Finally...

We are a dedicated team, who pride ourselves on exceptional service. If instructed we will ensure that you are updated at all times during the sale process. Our ability to convert enquiries into completed sales is a fact of which we are proud.

## Feedback from our clients past and present...

### Mr Fournier:

"What can I say but fantastic personal service from an agency that really does care. Everything about Elder & Froy is slick, professional and courteous. This was the first time I have used an independent agency rather than a National chain and what a difference! From the regular updates during marketing to the weekly chase whilst under offer, the team earned every penny of their commission, so thank you and I'll be recommending you!"

### Mr & Mrs Glover:

"Thank you for the seamless transaction that took place regarding our recent purchase. Clearly the whole team played a significant role in ensuring that the communications between all parties was maintained and that a realistic exchange and completion was undertaken to the satisfaction of all parties. The environment of house buying and selling has its fair share of pitfalls and subsequent worries, however your assistance in steering us clear of these hazards ensured that our worries were kept to a minimum"

### Mr & Mrs Pescod:

"Friendly local service – with big firm expertise"

### Mr & Mrs King:

"We would recommend instructing Elder Froy to anyone considering selling their property. We were delighted with every aspect of the service provided from the swift production of an effective brochure to the successful sale of our property. Communication throughout the whole process was excellent"

### Mr & Mrs Bennett:

"A most efficient and friendly team. From the first day we were most impressed with their service and approach. The presentation of sales particulars were of a superior standard. We had regular updates and they liaised well with solicitors during our sale and purchase. We are so pleased that we chose Elder & Froy to sell our home and we would recommend (and have already done so) to anyone wanting to sell"

### Mr Peacock:

"Elder and Froy have proved to me that the general reputation estate agents enjoy, or rather don't enjoy, is not always deserved. They could not have been more helpful and friendly while at the same time showing a high degree of professionalism. I would recommend them to anyone without any hesitation"

### Mr Caute:

"With their central locations and strong local contacts Elder and Froy were able to sell my property faster than I had anticipated"

## 10 Helpful tips to help you sell your property...

### \*First Impressions

You only get one chance to create that all important first impression. Put yourself in the buyer's shoes and highlight your property's best features and enhance them.

### \*Clean up the outside

Keep the grass cut, windows clean and gardens well maintained. A fresh coat of paint on the front door and a clean doormat will look inviting on arrival.

### \*Touch up the interior

Freshen up paintwork and repair minor jobs to make a huge difference and increase your selling price.

### \*De-clutter

An absolute must. Buyers want to envisage themselves in the home so remove personal items and de-clutter. Rooms will feel larger and more accommodating and garages and sheds will become more accessible.

### \*Cleanliness

Have a good spring clean throughout the property including walls, carpets and bathrooms. This will give the impression that the property is well cared for.

### \*Neutralising

Neutral décor creates a home for any lifestyle. This will help buyers to see themselves in the property.

### \*Special touches

Fresh flowers create an inviting aroma, making potential purchasers feel welcome.

### \*Remove all evidence of pets

Put bowls, beds, bones, litter trays etc out of sight. Remove caged pets from the kitchen when showing your home.

### \*Temperature

The property should feel warm, yet not like a sauna! Make sure the heating is on during the winter months and aired during the summer.

### \*Finally, find a good agent!

A good agent will give regular feedback, advertise in the right places, be situated in a high profile position, feature on the biggest national websites, have testimonials from happy clients past and present, and most importantly have an enthusiastic team. Elder & Froy most definitely fit the bill!