



SPOT THE DIFFERENCE

Choosing the right estate agency

All estate agents offer some level of service but what makes us different and leads to such a dramatically better performance?

Well it's not just one thing, it's the attention to detail we apply to everything. The Greek philosopher Aristotle was not particularly famous for his services to estate agency, but he did coin the phrase "The whole is greater than the sum of its parts". Get all the ingredients right and you have a business that excels where others just plod.

The Valuation

So let's start at the beginning - getting that valuation right! If it's realistic we get interest. If an agent is overly optimistic to try and impress you and get your business, chances are you'll be stuck on the market. Even if you are not in a rush to sell, the longer you are on, the less chance of an offer near your asking price. Price it right, get interest, get higher offers.

The Brochure

Next you phone the agent and they send someone round to generate your brochure. We are a marketing company. We appreciate that those photographs need to be as good as they can because they are a major factor as to whether people decide to view or not. We arrive with a proper SLR camera on a tripod and take multiple shots of each room at different light exposure levels. Back at the office we can then blend and sharpen those photographs so we don't end up with dark bits and over exposed areas. We'll advise what needs to be done to create good pictures, we'll move those oven gloves in the kitchen and those shampoo bottles in the bathroom! We also have the facility to do aerial shots which can be great when the normal front shot of the house just doesn't do it full justice.

Getting Online

Brochure done, now let's get it out there. Most agents will have their own website - some good some not so good. Ours is one of the best but don't take my word for it, check it out for yourself.

Rightmove? Yes of course, it's the biggest and best but unfortunately we have no control over where your buyers will be looking so let's check out the rest. The next biggest is Zoopla which has quite a few different features from Rightmove that

"The whole is greater than the sum of its parts"

GREEK PHILOSOPHER ARISTOTLE



We make sure the price is right, for both the customer and the property market.

A picture paints a thousand words, that's why we work with the customer to ensure the photography in our brochures sell your property.



rightmove 
Zoopla.co.uk

Utilising the big property portals helps ensure our properties are seen online.

buyers like but you'd be surprised how many of your local agents have decided not to pay to be on it. This also means that they are not on the sites that use Zoopla as their source of information. As we list our properties on Zoopla they are also listed on Primelocation.com, Home24.co.uk, The Sunday Times site, The Telegraph site, The Mail Online site, "Mumsnet" and many others even including Kirstie & Phil's own website!

Team work

It is essential to get your marketing and internet exposure right but this is a people business and in my view, having the right people on your side will always make a huge difference

Having run this business since 2006, I can say we have always had good staff. We have now grown to a team of six. A talented, multi-skilled team I am immensely proud of. Local, genuinely nice people that are not only results driven but care about what they do and the people they deal with. Part of my job is keeping an eye on the local competition and I know there isn't a stronger team out there.

Our ratio of staff to property is unusually high but this means we have time. Time allows us to contact you regularly, keep in contact with potential buyers, develop relationships with investors. We are one of the few agents that ensure the office based staff visit the properties we are selling - how can you sell something if you've never seen it! And when a potential buyer walks into our office the last thing we want is for them to be looking at the display wall whilst a lone overworked negotiator is fielding phone calls, only for them to walk back out again. Basic stuff but it makes a big difference. On the subject of offices; a converted chapel, leather settees, tv monitors in the window, plenty of space, state of the art IT, a welcoming atmosphere - all small details, but let's not forget Aristotle.

Crossing the finishing line

Viewing arranged, offer negotiated (did I mention we have some of the most successful negotiators out there, skilled in squeezing those offers as high as they'll go), offer accepted. End of story?

Not by a long way!

The national average for sales falling through between acceptance and completion is around a third. Ours isn't. There can be numerous reasons why a sale falls through from the buyer not having access to the funds they'd hoped for, to problems down the chain to poor surveys.

Because our staff are highly skilled and have the time, they monitor and stay involved all the way through to completion. All buyers are qualified to see that they are indeed able to proceed. Chains are checked both up and down, we liaise regularly with solicitors and this continues until keys are handed over. Technically, it's the solicitor's job to arrange moving dates but we've seen sales lost at this final hurdle, so more often than not, we keep control.

So no, we're not the cheapest, but I really don't think we can be beaten for value for money. If you are looking to sell, we are only a phone call away.

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“We have time to keep in regular contact and develop relationships”

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 The Property Ombudsman

 APPROVED CODE
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For all life's changes