SHORTLAND HORNE

# Your Market Appraisal Report

FOR

**25 Sir Henry Parkes Road, Coventry, CV5 6BX**

PREPARED FOR

**Ms Suki Fitzgerald**

PREPARED BY **Andy Griffin**



Thank you for giving us the opportunity to undertake a Market Appraisal on your home. Shortland Horne is a very well established and highly regarded estate agent having three branches covering Coventry and Warwickshire. This report details our recommendations for the presentation and quality marketing of your home enabling us to successfully sell your property for the best possible price in a time that would suit you. This report also includes information about your local branch and our services which have been admired in Coventry and Warwickshire since we opened in 1995.







## MARKETING & PRESENTATION FOR YOUR HOME

### BRANCHES -COVENTRY CITY CENTRE, COVENTRY EAST & LEAMINGTON SPA

Shortland Horne's City Centre branch is extremely well placed on Warwick Row, where we offer unrivalled local property expertise, effective marketing, powerful advertising, professionalism, and a wealth of expert and local knowledge. This combination enables us to offer a high level of client service for which we are rightly renowned.

Our Coventry East office is located off of Walsgrave Road and provides an excellent local facility for the surrounding area enhancing production of offers and marketing opportunities.

Our Leamington office is well placed on the prestigious address of 10 Euston Place giving opportunities for your property to be marketed across Coventry and Warwickshire

### SALES BROCHURES

When you instruct Shortland Horne to sell your property we are certain you will be impressed with the quality of sales brochures we have to offer . These include a range of brochures tailored to the individuals requirements that also all include detailed floorplans and go view site maps where applicable.

### PHOTOGRAPHY

Within the colour brochure that will be produced for the property, we have market leading photography incorporating extensive internal and external pictures for maximum impact, with the option of high quality professional photography arranged by agreement. We know that our quality photography sells houses faster and ultimately for better prices.













## ENERGY PERFORMANCE CERTIFICATE & FLOOR PLANS

With the government introduction of the Energy Performance Certificate (EPC) we are legally responsible to ensure that properties have an EPC prepared. We also feel it is essential you have a floorplan for your property so people can more easily visualize what your home has to offer.

## ONLINE MARKETING

Shortland Horne online marketing exposes your property to the largest websites in Britain with PDF details shown on Rightmove, Zoopla, Prime location, Property live, Globrix and of course Shortland Horne's own web site. Each property we market has enhanced marketing on Rightmove with a premium listing which further raises the profile. We also feature properties via the social networking sites Facebook and Twitter. We feel it is essential that your home is marketed on all the websites listed above to get maximum exposure for your property. We would advise if you are having any other agents out to value that you check which property portals they offer.

## NEWSPAPER ADVERTISING

We enjoy considerable exposure in the local media. Your property will appear in the Coventry Observer (with a distribution to circa 42,000 homes), Leamington Courier and the Kenilworth Weekly News. In some cases we will also place your property within other local media releases. Our established contacts with the local press can gain further media coverage of an editorial nature. These editorials have proved most effective in the successful marketing of properties.

## 'FOR SALE' BOARDS

Subject to your permission, we will place one of our distinctive Sale boards in the most prominent position outside your property. In today's market place it is important that every opportunity is taken to promote the sale of the property with the aim of reaching the maximum audience.

## VIEWINGS AND VIEWING FEEDBACK

We like to encourage our vendors to let us do the viewings for them so we undertake accompanied key viewings for most of our vendors, and will wherever possible to give feedback to our vendors with in the next 24 hours of our appointment.

## OPEN HOUSES

Shortland Horne can also provide an Open House dependent on the individual properties marketing requirements.

# OUR COMMITMENT TO OUR CUSTOMERS

## OFFERS

On receipt of an offer one of our experienced negotiators will ensure that the purchaser provides the correct documentation to substantiate their offer, for example for first time buyers we would request mortgage agreements in principle and proof of deposit. For those that have sold their property we will endeavour to check the chain details to ensure that the sale is proceedable. For investment purchasers again we would request agreements in principles and proof of deposits.

## SOLICITORS

Shortland Horne can provide you with recommendations of solicitors that have a proven track record of sales success and therefore deliver an easier sales transaction. Communication is key in progressing matters so recommendations can be very helpful to secure a quick completion if required.

## FINANCIAL ADVICE

Shortland Horne can assist when it comes to seeking financial advice and once again can provide details of qualified and trusted financial advisors that have delivered results time and time again.

## AFTER SALES CARE

Once a sale has been agreed and the sales memorandum has been sent out to the solicitors your sale will be passed to our sales progression team which is made up of our sales director Laura Shortland, aftercare sales manager Linda Maxwell. With over 35 years of experience they will progress matters personally and update you regularly. They have a devoted sales line which gives our vendors complete re-assurance that we will always be contactable.

## NAEA LICENSED AND THE OMBUDSMAN

Shortland Horne is licensed by the National Association of Estate Agents which means we are committed to providing very high standards of service at all times to our clients. By using a licensed agent you are guaranteed to be dealing with people who follows the code of conduct dictated by the professional body. We are also members of the Ombudsman Scheme for Estate Agents and are therefore signed up to an approved Code of Practice acknowledged by The Office of Fair Trading.

EXCELLENT

34 customer reviews

allAgents.co.uk



Laura Shortland
Director



Linda Maxwell
Aftercare Sales

Linda Maxwell
Aftercare Sales

SHORTLAND HORNE

# Guide price...

After careful consideration, my recommendation is that we should quote an initial asking price of:

**Guide Price £400,000**

## TERMS

Our Agency Agreement sets out the terms and conditions, which apply when you ask us to begin marketing. We have made this as straightforward as possible, but please contact me if you would like clarification on any point. I would confirm that our no sale - no fee* Commission would be charged at 1% on the sale price achieved, plus VAT at the current rate.

I hope that you find the contents of this Marketing Valuation Report helpful in making the appropriate decision regarding the sale of your property and look forward to receiving your instructions to begin marketing your home.

In the meantime, however, if you wish to discuss any aspect of this report, or if I can help in any other way, please let me know.

**SIGNED**



*** Conditions may apply**

We have in place procedures and controls, which are designed to forestall and prevent Money Laundering. If we suspect that a supplier, customer/client, or employee is committing a Money Laundering offence, as defined by the Proceeds of Crime Act 2002, we will, in accordance with our legal responsibilities, disclose the suspicion to the National Criminal Intelligence Service.

"Great service from these guys when selling my home. I wanted a no nonsense, fast service and that is what I got. Andy was excellent; no pushy salesman, just friendly and straight-forward. I met Andy on the Thursday, my house was on Rightmove that day and the board was up. Open day booked for Saturday with 8 viewings and accepted an offer on Monday. Linda dealt with my aftercare and she was extremely efficient and professional, She kept me informed every step of the way. Linda was also a great help with advice and guidance, going the extra mile to help me with my purchase. Great service, and would recommend every time."



Andy Griffin

## SHORTLAND HORNE CITY CENTRE

**Sales**
Warwick Gate, 21-22 Warwick Row, Coventry CV1 1ET *call* 024 7622 2123 *email* sales@shortland-horne.co.uk

**Lettings and Property Manangement**
Warwick Gate, 21-22 Warwick Row, Coventry CV1 1ET *call* 024 7622 2123 *email* lettings@shortland-horne.co.uk

**Mortgage and Financial Advice**
Warwick Gate, 21-22 Warwick Row, Coventry CV1 1ET *call* 024 7622 2123 *email* sales@shortland-horne.co.uk

**Land and Development**
Warwick Gate, 21-22 Warwick Row, Coventry CV1 1ET *call* 024 7642 2727 *email* development@shortland-horne.co.uk

## SHORTLAND HORNE WALSGRAVE

**Sales**
306 Walsgrave Road, Walsgrave, Coventry CV2 4BL *call* 024 7644 2288 *email* sales@shortland-horne.co.uk

**Aftercare Sales**
306 Walsgrave Road, Walsgrave, Coventry CV2 4BL *call* 024 7771 9898 *email* sales@shortland-horne.co.uk

## SHORTLAND HORNE LEAMINGTON SPA

**Sales**
10 Euston Place, Leamington Spa, CV32 4LJ *call* 01926 356 453 *email* sales@shortland-horne.co.uk

**Lettings**
10 Euston Place, Leamington Spa, CV32 4LJ *call* 01926 356 454 *email* lettings@shortland-horne.co.uk

Registered Office (Sales): Shortland Horne Residential ltd - 21-22 Warwick Row Coventry CV1 1ET
Registered in England and Wales: 03955451 VAT no: 748152031










SHORTLAND HORNE

*follow us*

rightmove.co.uk The UK's number one property website | Zoopla Smarter property search | PrimeLocation.com | Property Live.co.uk | Available on the iPhone App Store | NAEA | RICS