
LEGAL
HASTINGS
Your
Marketing
Strategy

Welcome

Thank you for considering Hastings Legal.
This guide outlines how we prepare and market your property, and how our team supports you throughout the sale.



Our marketing approach

> Every property is marketed with a bespoke approach, focused on what makes it stand out and ultimately make it sell.

Photography and video

Professional photography and video shape how buyers first experience your property online. Used well, they help communicate layout, flow and setting before a viewing even takes place.

We focus on the features that matter most — whether that is location, potential, contemporary design or traditional detail.

Homepack, our professional photography and video team, work exclusively with Hastings Legal and will contact you directly to arrange photography and video at a convenient time.

Online marketing

Our marketing gives your property strong visibility and attracts the right buyers through presentation and targeted promotion.

Our website

Our website showcases your property clearly and effectively. Smarter search tools help buyers find relevant homes quickly, while strategic information encourages them to explore further.

Smarter search in action

hastingslegal.co.uk

View our website





Property portals

Your property is promoted across the UK's leading property portals, with each listing carefully positioned with considered descriptions and professional imagery, helping buyers understand the property quickly and confidently.

As solicitors and estate agents, Hastings Legal are members of the **ESPC — the Edinburgh Solicitors Property Centre**, operating under the Solicitors' Estate Agency Code, with valuers trained to **ESPC charter standards**.

This provides access to motivated buyers across Edinburgh and the Lothians, creating a valuable link for **Scottish Borders sellers**.

espc rightmove ZOOPLA OnTheMarket

Targeted buyers

We promote properties directly to buyers already **registered with Hastings Legal** who are actively searching for similar homes.

This targeted approach ensures your property is **introduced to relevant buyers** early, supporting informed enquiries and efficient viewings.

Video tours and YouTube

Property videos form part of our wider online marketing, helping extend reach beyond property portals and allowing buyers to revisit a home before arranging a viewing.

All video tours are published on the Hastings Legal YouTube channel, making it easy for buyers to discover, revisit and share properties as part of their decision-making process.

This additional exposure supports enquiries and helps attract motivated buyers.



1.29K Active subscribers

2.3K Views

Watch our property videos

Social media & targeted promotion

Social media forms part of our wider marketing approach and is used selectively to support visibility and momentum.

For a modern audience this activity supports enquiries, reinforces portal exposure and helps keep your property visible throughout the marketing period.



269
Link Clicks

41
Interactions

31.6K
Views



Offers, negotiation & sales progression

> We don’t step back once an offer is agreed — we stay involved through to completion.

All offers are handled by our experienced estate agency team, with clear advice on price, conditions and buyer position to support confident decisions.

From offer through to completion, your sale is supported by our dedicated sales progression team, providing continuity and momentum throughout the transaction.



Our Fees Explained

What's included in our service

Our service combines professional marketing, experienced negotiation and full sales progression, supported by our in-house legal team.

Marketing & Media Pack

£395 + VAT

This covers the preparation and launch of your property, including:

- Professional photography, floor plans and video, including aerial imagery where appropriate
- Bespoke property particulars with clear key selling information
- Advertising across major portals, including ESPC, Rightmove, Zoopla and OnTheMarket
- Targeted ESPC launch to reach active city buyers
- Promotion through the Hastings Legal website and social media
- For sale boards and active property matching to registered buyers

Sales, negotiation & progression

Commission: 1.5% + VAT
(Minimum fee £1,850 + VAT)

This includes:

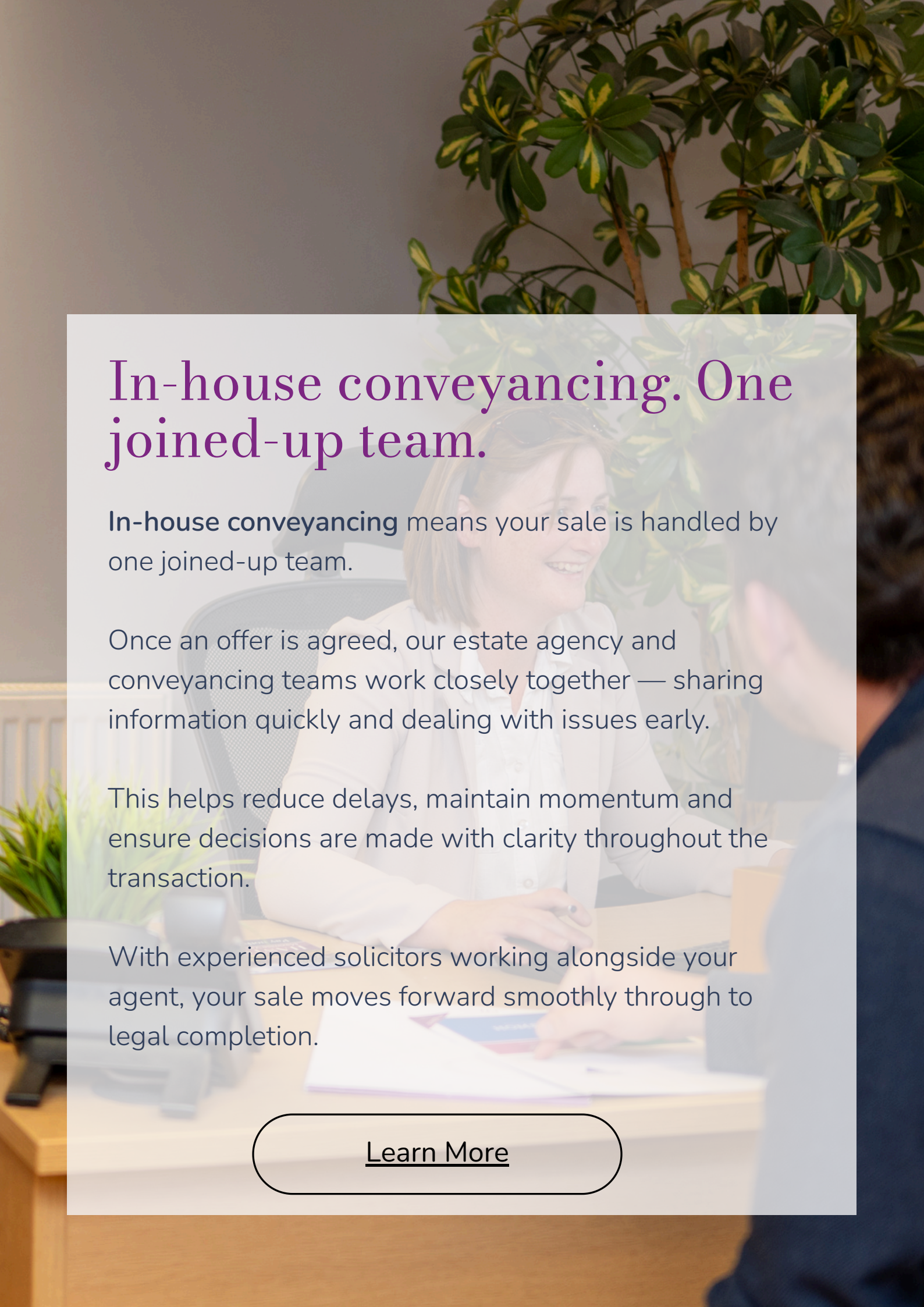
- A dedicated negotiator to secure the best possible offer
- Professional escorted viewings where required
- Full sales progression from offer to completion
- Ongoing support from our wider property and legal teams

Legal quote

Conveyancing fees are quoted separately.
A tailored legal estimate will be provided once your individual circumstances are confirmed.

Deferred Payment

If you would prefer to defer certain costs, this can be discussed at valuation.



In-house conveyancing. One joined-up team.

In-house conveyancing means your sale is handled by one joined-up team.

Once an offer is agreed, our estate agency and conveyancing teams work closely together — sharing information quickly and dealing with issues early.

This helps reduce delays, maintain momentum and ensure decisions are made with clarity throughout the transaction.

With experienced solicitors working alongside your agent, your sale moves forward smoothly through to legal completion.

Learn More

What our clients say

Hastings stood out as the best experience during our property search. The team's knowledge of the area and each property — including light, layout and how a home could work — really set them apart.

Buyer, Scottish Borders (Trustpilot)



The entire sale process was professional, efficient and stress-free. I always felt confident everything was in hand.

Seller, Scottish Borders (Trustpilot)



Highly professional and friendly throughout. It was reassuring knowing the legal side was handled so smoothly.

Client, Scottish Borders (Trustpilot)





Our offices & contact

Kelso · Coldstream · Duns · Eyemouth · Jedburgh · Selkirk

If you have questions at any stage, we're here to help

Hastings Legal
Property & Legal Services

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