

SELLING YOUR PROPERTY

Chancellors

relax
you're in
good
company



chancellors.co.uk

RELAX. SELLING YOUR PROPERTY DOESN'T HAVE TO BE DIFFICULT

Of course, there are lots of issues to deal with, from presenting your property to its best advantage to maximising its presence online. How do you set the price for an early sale, without sacrificing any value? What happens if the chain fails?

Thankfully, at Chancellors we have anticipated your concerns. As one of the largest independent estate agents in the UK, we have an extensive network of offices full of highly talented, resourceful staff, experienced in handling every aspect of selling your property.



AT CHANCELLORS, YOU CAN TRUST US TO KEEP THE SELLING PROCESS SIMPLE

Here are the key steps to selling your property. We'll provide you with more detail over the following pages.

1 CHOOSE A COMPANY YOU CAN TRUST

With over 200 years behind Chancellors, our experience is indisputable. We have a raft of regional and national awards and a far-reaching network of sales and lettings offices all combine to ensure your property is in safe hands.

2 AGREE THE RIGHT STRATEGY FOR YOUR PROPERTY

To us, every client is an individual, every property a unique proposition. From establishing the maximum value your property can achieve within your specific timescale to creating an effective marketing plan, we'll devise a bespoke strategy that will exceed your expectations.



When you entrust your property to Chancellors you're not just instructing an estate agent. You are entering into a partnership with us for the duration of the sale.

We offer a free market appraisal as the first step in this close and continuing association, where regular marketing reviews and feedback after every viewing keep you up to date.

It is in our shared interests to promote your property widely, to secure the best purchaser available and to achieve the highest possible price. The more people interested in your property, the higher value we can place on it, while simultaneously ensuring the process progresses smoothly within your required timeframe.

We will ensure that the service we provide is based around a bespoke strategy which will be tailored to both your circumstances and the specific characteristics of your property.

3 PRESENT YOUR PROPERTY PERFECTLY

It goes without saying that it's vital to present your property in its best possible light. At Chancellors we believe presentation should be adapted to suit your potential purchaser's profile. We'll prepare you a personalised package as part of your highly targeted marketing plan.

4 ENSURE YOUR MARKETING IS UNMISSABLE

More exposure means more choice of potential purchasers. We use every medium available to ensure your property is seen, from advertising in the press, in branch and online to promoting it through relocation agents and our wide ranging network of associated estate agents. Every tool from social media sites to targeted telephone calls will be employed.

5 ENTRUST THE FORMALITIES TO THE PROFESSIONALS

While your sale is being dealt with by your solicitor, Chancellors can be relied on for everything else. We will provide advice and guidance to ensure your sale progresses to completion and work closely with your solicitor to process your sale speedily.

WE LEAVE NO STONE UNTURNED

WE PRIDE OURSELVES ON OUR ABILITY TO FIND SUITABLE PURCHASERS FOR YOUR PROPERTY

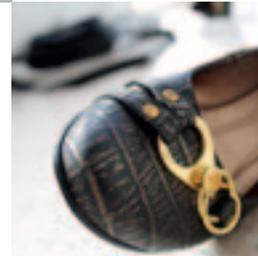
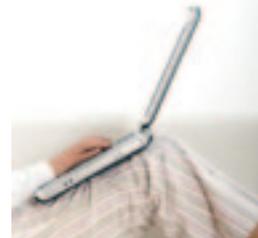
We pay particular attention to marketing your property as effectively as possible. Successful marketing can achieve higher sales values within your chosen timeframe, even after any fees are covered.

Within hours of receiving your instructions, local staff will have reviewed our existing database, contacting our extensive list of active purchasers to raise awareness of your property.

You can even check yourself how many interested purchasers there are in your area, simply by browsing our innovative online Buyers List.

We will also begin preparing marketing details for your property, including commissioning professional photography and floor plans. Your property details will be uploaded to our website and all major property portals for round-the-clock viewing by prospective purchasers.





YOUR PROPERTY WILL BE SEEN ON AVERAGE MORE THAN 100 TIMES A DAY

Every marketing campaign we initiate is designed to reach the widest target audience possible. Frequent advertisements in regional property press, Chancellors boards and professionally designed particulars are all invaluable tools. Our expertise with technology is used to free up our experienced local staff to focus on actively selling your property, from devising the initial strategy to the all important telephone calls that will convince prospective purchasers that your property is perfect for them.

Through our association with the Home Sale Network more than 700 other independent estate agents will have access to your property's details. We will also promote it to corporate purchasers and national movers through our relationship with international relocation agencies such as Cartus, who handle over 130,000 corporate clients every year.

Of course, no marketing campaign in the 21st century would be complete without an online presence.

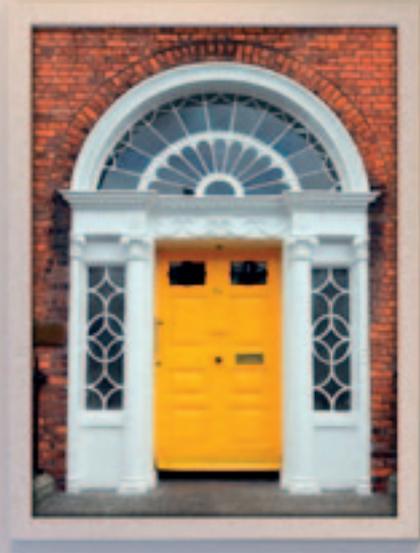
Advertising on Google and leading national property portals will expose your property to thousands of potential purchasers, both within and outside the immediate area.

Where Chancellors excel is in our additional use of innovative techniques to maximise local website exposure. Our in-house developers employ the latest technologies to increase your property's online profile to generate extra enquiries.

While we are industry leaders in using technology and new marketing initiatives, it is essential to continue utilising traditional methods such as an open house, which are highly effective in bringing together potential purchasers into your property, creating excitement and a competitive element.

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FOR US, PRESENTATION IS AN ART FORM

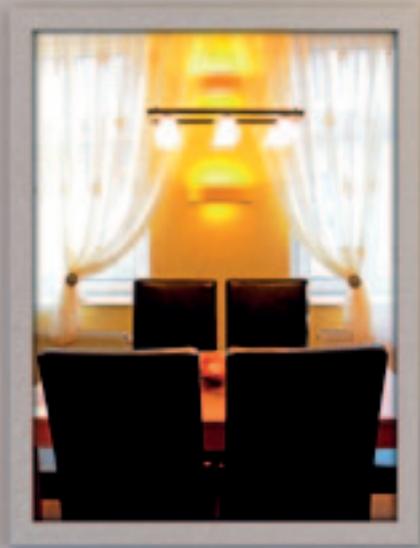


To be effective, our marketing must engage your prospective buyers.

We believe we are the very best at presenting your property to the market, enticing potential buyers through professional photography, floor plans and detailed, accurate descriptions.

Our presentation is backed up with a thorough grounding and in-depth knowledge of the surrounding area that will reassure interested parties and instil confidence in the properties we are promoting.

We are
experts in presenting
your property to its **best** advantage



WE RELISH THE FINE PRINT

WITH MORE THAN TWO HUNDRED YEARS EXPERIENCE, DOING BUSINESS WITH CHANCELLORS IS ALWAYS A PLEASURE

Finding a purchaser for you is only part of the process. Amidst the contracts, surveys and mortgage applications, negotiations can still go awry. But given our staff's meticulous attention to detail coupled with an ability to adapt to changing circumstances, you can be reassured that at Chancellors, we can navigate almost every eventuality.

**Invaluable independent and helpful advice is key to our service.
Our staff are professional and motivated, with excellent local knowledge.**

Over the years, we have processed a vast number of sales to a successful conclusion, so we're not lacking in experience. Many of these have completed solely as a result of our insight and expertise. Our innovative approach to problem solving and our close relationships with other partner providers ensures you have all you need for a smooth process.

AT CHANCELLORS, WE BELIEVE THAT THERE'S NO SUCH THING AS A STANDARD SALE

As our client, you're an individual with specific expectations, such as how much you'd like to achieve for your property and what timescale you'd like to work within.

Likewise, your property is a unique proposition that will appeal to a specific purchaser profile. Whether you've been through the sales process many times before or you're selling your first property, part of our responsibility to you entails responding to your needs with a tailored approach.

Throughout the sales process, you can be confident of our complete commitment at all times and that any services or products we introduce are specifically relevant to you.

A prime example of our unique services is conveyancing. With our 'no completion, no fee' offer (excluding disbursements) you could ensure all the paperwork is taken care of before an offer is received, enabling you to progress to exchanging contracts within a minimum period of time.

In addition to this, we can also co-ordinate between our sales and lettings departments to take advantage of our long-standing relationships with local property investors.

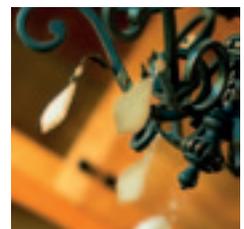




Could you benefit from specialist help in order to budget your sale accurately?

We can not only introduce you to our carefully selected partners who provide independent mortgage advice, but they can also carry out a purchasers' circumstances evaluation as well as a cost moving analysis.

While all of our market-leading services are designed to satisfy clients' needs and provide security against risk, they might not be a perfect fit for you. Rest assured that our bespoke approach enables us to identify exactly what you need and customise a package to suit.



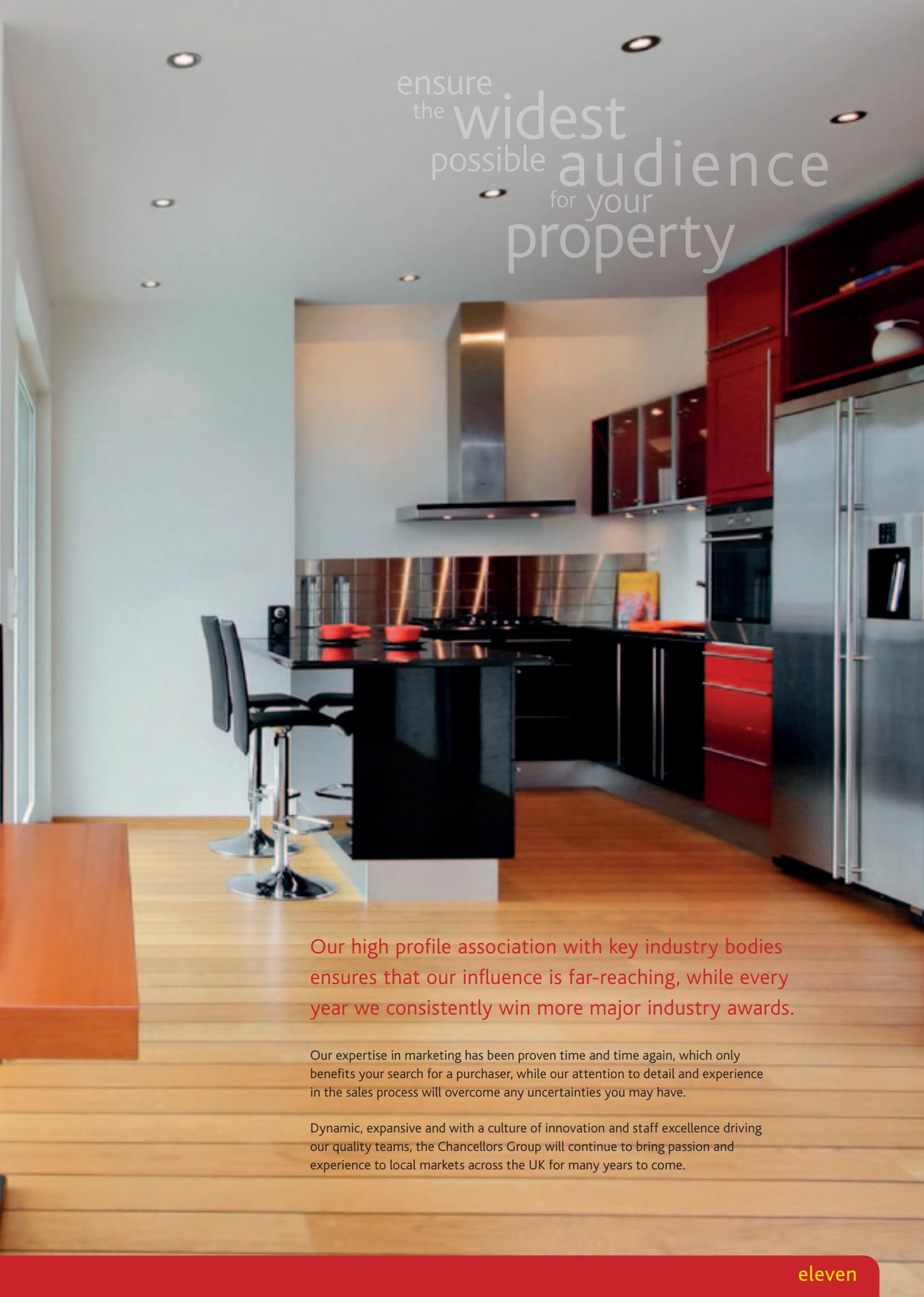
A photograph of a dining area. In the foreground, the back of a wooden chair with horizontal slats is visible. The chair is positioned at a wooden dining table. On the table, there is a whole orange and a small round object. In the background, there is a window with a view of a green landscape. The text is overlaid on the right side of the image.

OUR INNOVATIVE APPROACH IS INFORMED BY OUR EXPERIENCE

Chancellors was founded back in 1807 and throughout our history the world of property has continued to change beyond recognition.

We've been joined along the way by Anscombe & Ringland (est. 1826) and Russell Baldwin & Bright (est. 1848) and as the Chancellors Group of Estate Agents Ltd, now operate highly successfully in London, the Home Counties, Herefordshire and mid Wales.

This network, plus our association with other national estate agents and relationships with international relocation agencies, will ensure the widest possible audience for your property.



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Our high profile association with key industry bodies ensures that our influence is far-reaching, while every year we consistently win more major industry awards.

Our expertise in marketing has been proven time and time again, which only benefits your search for a purchaser, while our attention to detail and experience in the sales process will overcome any uncertainties you may have.

Dynamic, expansive and with a culture of innovation and staff excellence driving our quality teams, the Chancellors Group will continue to bring passion and experience to local markets across the UK for many years to come.



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