



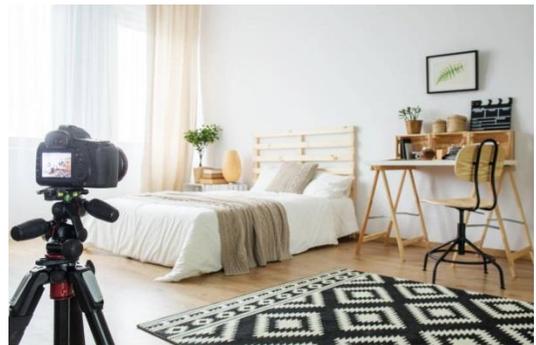
Tel. 01202 533377

Getting your property on the market ...

You've decided to sell your property, you've chosen your agent and you're ready to get started. **So what comes next** and what should you expect from Clarke's ?

The Photo Shoot & Measure Up

The **Photo Shoot** is the most important **1st step**. Clarke's will book in a professional photo shoot and Measure Up appointment with you. The appointment will take 45 to 60 minutes. Here's a few tips to get the most from your Photo Shoot



1. **Remove all clutter** – even if only for the photos, you can move it back later if you need to. Getting a great shot is everything. You want to free up wall space and floor space.
2. **Get Some Props** – it can make a huge difference to a photo. Try fresh cut flowers on the sideboard, lay the dining table with a full dinner service and a bottle of wine. Set the mood. Maybe fill the fruit bowl in the kitchen and get the sun loungers and parasol out in the garden. These props help to sell the lifestyle and it's no coincidence photographers call these shots "Lifestyle shots".



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3. **Experiment with rugs** - Try a rug, they may make a room look more homely, or they may make it look too small. Give it a go and find out.
4. **Add mirrors** - Use mirrors to make rooms appear bigger, and reflect light

In addition to the Photo Shoot a member of the sales team will also be there to take measurements and room descriptions for the Adverts and Property Brochure.

The Adverts & The Property Brochure

Not all estate agents are marketing specialists like Clarke's. We use advanced systems and marketing consultants to allow us to deploy a much broader range of marketing strategies when selling property. Here's just a few

Multi Buyer



Sector

Multi Price



Point

Open Day

Standard Tender



Deferred Block

Viewing



Informal Auction



Formal Auction

Sealed Bid



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Clarke's will set the initial Marketing Strategy for your property, based on :

- the market conditions at the time
- how your property presents
- the supply and demand at your price point

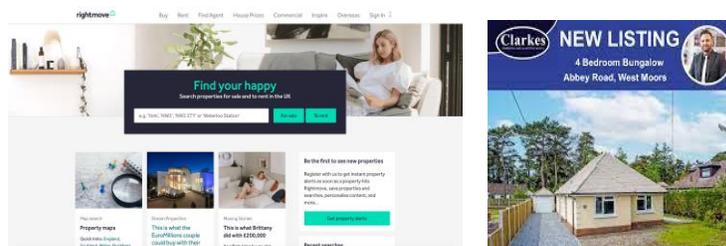
This strategy will run for at least 3 weeks and then be reviewed and altered if need be.

Your property description and adverts will be written in a certain way to maximize

- **search result optimization,**
- **click thro rate**
- **and matches to buyer trends.**

Photos, property highlights and key features are most important followed by the floorplan and room measurements.

The Brochure only has a few select photos but the online adverts will include more photos and more details about your property. The Brochure is a sales aid and will eventually form part of the Contract of Sale at a later date.





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It is therefore important that you check that your Property Brochure is factual and does not mislead buyers. Any features or items included in the Property Brochure eg Oven or LED lighting would also form part of the Contract of Sale.

Go live and viewings

Go live means your adverts will be live on numerous advertising channels and portals. The main site is Rightmove.co.uk but others include OnTheMarket.com, Facebook, Youtube and Clarkeproperties.co.uk

It also means outbound calls and mail drops will be sent to buyers by our sales team.

Typically a new property on the market will have a spike of interest in the first week. The level of interest and enquiry will then reduce to whatever the normal market activity level happens to be at that time.

It is normal to experience a lull after a period of initial interest. Market conditions vary greatly from month to month, year to year and news headline to news headline so it's hard to give a useful average of how many viewings you will have and how long it will take to sell.





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However here is a rough guide

WARM SELLERS MARKET = 2 viewings per week & an acceptable offer within 6 weeks.

MILD BUYERS MARKET = 1 viewing per week & an acceptable offer within 12 weeks.

Clarke's review important performance stats on every property every week from Rightmove OnTheMarket.com, Google and the Clarke's web site.

Other agents don't do this but at Clarke's we spend more per property and want a good understanding of how your property adverts are performing against others.

This helps us to give more informed choices on what steps to take to increase the click through rate and the enquiry rate from your adverts. Your adverts will change from time to time as a result. Changes may include introducing different pictures or changing key highlights and search words in line with new trends in buyer search criteria.

From Clarke's you can expect:

- Feedback on every viewing
- Regular updates on your adverts
- Market briefings and advice and recommendations
- And last but not least you can expect us to be very determined to sell your property and earn our commission.