

# A GUIDE TO SELLING



# Who are we?

**Martin & Co is one of the UK's largest and most successful property businesses. Put simply, you're in safe hands.**

By working with us you will be choosing an award-winning company with 30 years of experience in the property market and a network consisting of 195 branches across the UK. Every branch is run by highly-qualified, experienced local property experts who have owned and invested in property before, and they will always aim for a hassle-free sale at the highest possible price.

This is reflected in the fact that Martin & Co customers gave us a 92% rating for excellent customer service, and 95% said they would recommend us to others.\*

Martin & Co has a whole range of services that are designed, at their very core, to make your relationship with us a successful one. We have the tools to market your property effectively, the staff to value and sell your home properly, and the brand reputation for you to have confidence in what we do.

\*Source: Martin & Co customer satisfaction survey Jan-Sept 2015



## We are ready to talk

**Selling a home can be a stressful experience, but we are here to make the process run smoothly.**

You will be kept informed about the progress of your sale, and we will provide you with immediate feedback from viewings, honest opinions, and regular support and advice. This ongoing communication is a vital part of our service and will ease all the stresses of moving home.

We will also keep you aware of advertising and PR coverage, buyers' opinions, market information and how best to market your property to attract the right buyer and achieve the best price.

# We are property marketing experts

**Martin & Co has national media exposure and we are proactive in conducting market research to understand and respond to the needs of buyers and sellers.**

This is demonstrated by our market intelligence reports, which give consumers an in-depth look at how regional UK property markets behave and perform.

Our commitment to creating new data that allows consumers to shape their property decisions has been repaid, and the market intelligence reports we commissioned have been in high demand.

We produce and distribute fortnightly e-zines called Property Matters. Property Matters features properties from your region and these are sent to a database of 250,000 applicants – giving you the best chance of getting your property seen by an interested party.

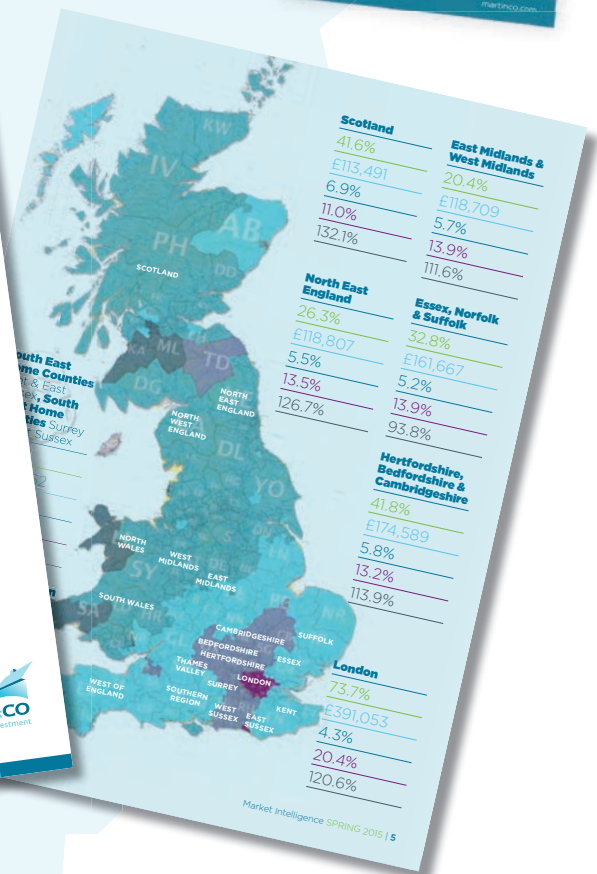


## Market Intelligence

**13.2%**

**The net total return that can be earned from a buy-to-let investment.**

Welcome to our Spring 2015 market report. In this edition, we respond to the pension reforms by reviewing the latest trends in the private rental sector and highlight the returns that can be made from investing in property.



# We know about advertising and PR

**Martin & Co recognises the importance of advertising and PR. Our advertising schedule is extensive.**

Our national brand regularly features in national press, including The Sunday Times, The Telegraph, The Daily Mail, The Evening Standard and Scottish press, to reach hundreds of thousands of home

owners across the UK. Martin & Co's coverage is extended with targeted online advertising and social media activity, maximising our exposure within the property market.

# We also work in print

**Property Life is our glossy lifestyle magazine.**

Property Life has articles of interest including travel features and recipes, plus it gives you the chance to market your property across an entire region in the best possible light.



# We are online



**We recognise that the internet is one of the most important tools for sellers and that is why we made a serious investment in online technology for promoting and selling property.**

Martin & Co's website uses cutting edge technology and is updated the instant a property's status changes. With links to Rightmove, one of the UK's largest property portals, it offers a sophisticated but simple-to-use method of accessing property details and ensuring these details are available to a broad audience of potential buyers.

Buyers and sellers are all served by our online systems. We will make sure your property is immediately visible, and with a single entry the details are instantly distributed throughout the network.

Our website achieves around 250,000 views per month, the majority of which come from new

visitors – another great way of demonstrating how our brand power attracts new people to search out our properties for sale every day.

Martin & Co also communicates with buyers across social media platforms, keeping investors immediately informed of new properties and local and national market updates. Martin & Co distributes information via Twitter and Facebook to ensure your property gets the maximum exposure.



# We are committed to the community

**We encourage our branches to build links with local schools, charities and sports teams.**

Our network is a powerful one with many moving parts and whether it is a school fete or new sports kit, it is essential for Martin & Co branches to contribute to the community in ways that don't involve property.

# We set high standards

**Martin & Co has an established reputation to protect. We ensure our branches meet and exceed the highest professional standards.**

All Martin & Co branches are members of the Property Ombudsman and many branches have staff who are members of NAEA (National Association of Estate Agents) or are in the process of becoming members. This means you can rest assured that you will receive professional, unbiased advice at all times.

Commitment to the highest standards is developed within our team through the Martin & Co Training Academy's unique mix of on-the-job training and external professional development courses.



# Next steps

If you plan on selling your home in the near future, please organise a market appraisal. They are free of charge, no-obligation, and you will get an up-to-date valuation of your property as part of it.

Contact us now to get things moving.





# MARTIN&CO

Letting • Sales • Investment

Martin & Co is a franchise group and each office is independently owned and operated under licence from Martin & Co (UK) Ltd.

Martin & Co (UK) Ltd

Head Office:

2 - 3 St. Stephen's Court  
St. Stephen's Road  
Bournemouth • BH2 6LA

Registered Office:

2 - 3 St. Stephen's Court  
St. Stephen's Road  
Bournemouth • BH2 6LA

[www.martinfo.com](http://www.martinfo.com)

