

A GUIDE TO SELLING

Put your trust in our experience

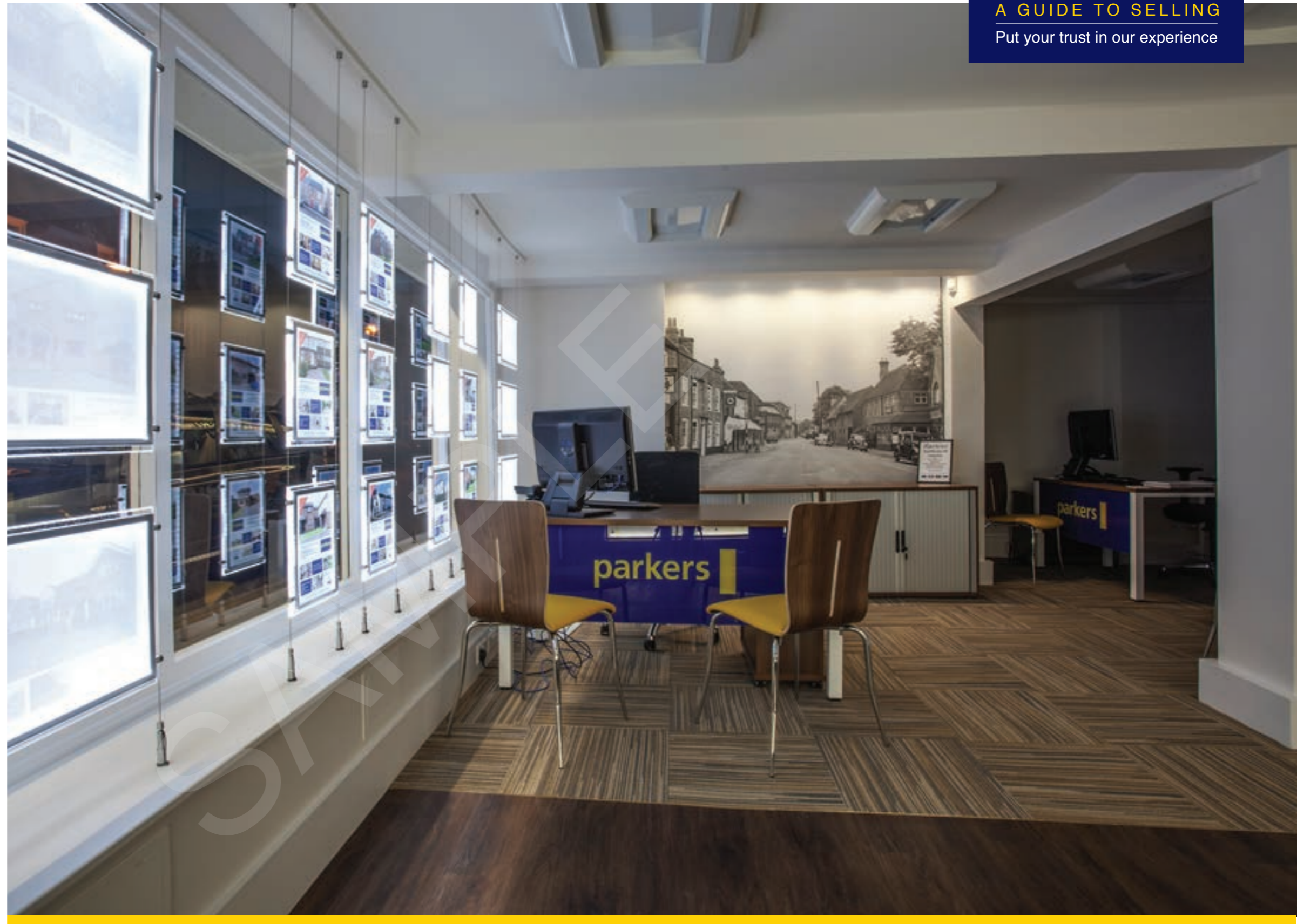


**parkers**

A Guide to Selling



## 01. Who are we?



Parkers estate agents are a professional network of independently run offices, strategically positioned to cover an extensive area of the South of England.

Parkers has a long history in property sales. Established in 1948, today Parkers are a dominant force in the

South of England with a network of 16 offices stretching throughout Berkshire, Hampshire, Oxfordshire, Wiltshire and Gloucestershire.

Over the past 60 years, Parkers has selectively expanded, always with an eye to providing customers the service

they want wherever they have opened new branches. Parkers pride themselves on being a market leader within many of the areas in which the company operates. A philosophy of building teams of skilled, highly motivated professionals has ensured a consistently high level of customer service.



02. We are connected



There are many reasons why Parkers stand out from the crowd. We believe a major factor is that each office is independently owned and operated under a franchise licence within a well-regarded specialist network.

Steadily expanding, Parkers are part of one of the most extensive estate agency franchising networks in the country. Making cross-office referrals to other

interested house buyers is all part of the service. With over 80 offices across the network nationwide, Parkers offer outstanding service, including country-wide referrals and access to cutting edge technology platforms.

This expansive network provides Parkers customers with referrals from all over the country, giving your property

the highest possible exposure to purchasers from every corner of the UK.

At the same time, as a franchise, every office is independently owned and managed, offering personal commitment and proficiency and a personalised, knowledgeable local service within a regional network; the best of both worlds.



03. We are ready to talk



Selling a home can be a stressful experience, but we are here to make the process run smoothly. We are committed to keeping you informed about the progress of a sale, with immediate feedback from viewings, honest opinions, and regular support and advice.

We will keep you aware of advertising and PR coverage, buyers' opinions, and market information and how best to market your property to attract the right buyer and achieve the best price. We believe frequent communication is a vital part of the service.

Along with agent support, Parkers branches offer a facility for vendors to monitor the progress of a sale with a sophisticated online tracking system that can be accessed at any time, please speak to your local branch for further information.



#### 04. We are property marketing experts



Parkers know that the only way to sell or rent a property is to achieve the right marketing mix – from using eye-catching sales boards to securing prominent advertising and PR coverage.

Parkers have developed a comprehensive marketing programme to ensure that every property we put on the market achieves the highest quality exposure possible to the broadest market segment.

High quality, full-colour sales brochures are produced swiftly, and mailed to an extensive database of potential buyers. These details include expert internal and external digital photography,

detailed floor plans and the necessary EPC graphs – promotion specifically designed to increase interest from potential buyers and achieve the best possible price for your property.

Our fortnightly online magazine is not only sent out to our extensive database of applicants but also to online users who register to receive it. Each edition of our E-zine is currently being sent to over 927,456 people.

That is only the start. Together with prominently positioned offices and our dedicated, highly professional sales team, we offer a marketing programme that is second to none – and achieves results, time after time.



05. We know about advertising and PR



Parkers recognise the importance of advertising and PR as part of the marketing mix. Our advertising schedule is extensive.

We advertise across many of the property sections of the most prominent local papers, as well as specialist advertising in selected high circulation regional and national publications, newspapers and magazines.

Parkers advertising layouts are professionally designed to be eye-catching and memorable, and we limit the number of properties we advertise to ensure each property receives the attention it deserves. In addition to offering a comprehensive advertising plan, Parkers employ a team of media-smart PR professionals who work with the editorial staff of local and national press, to secure coverage for Parkers properties.



06. We work in print

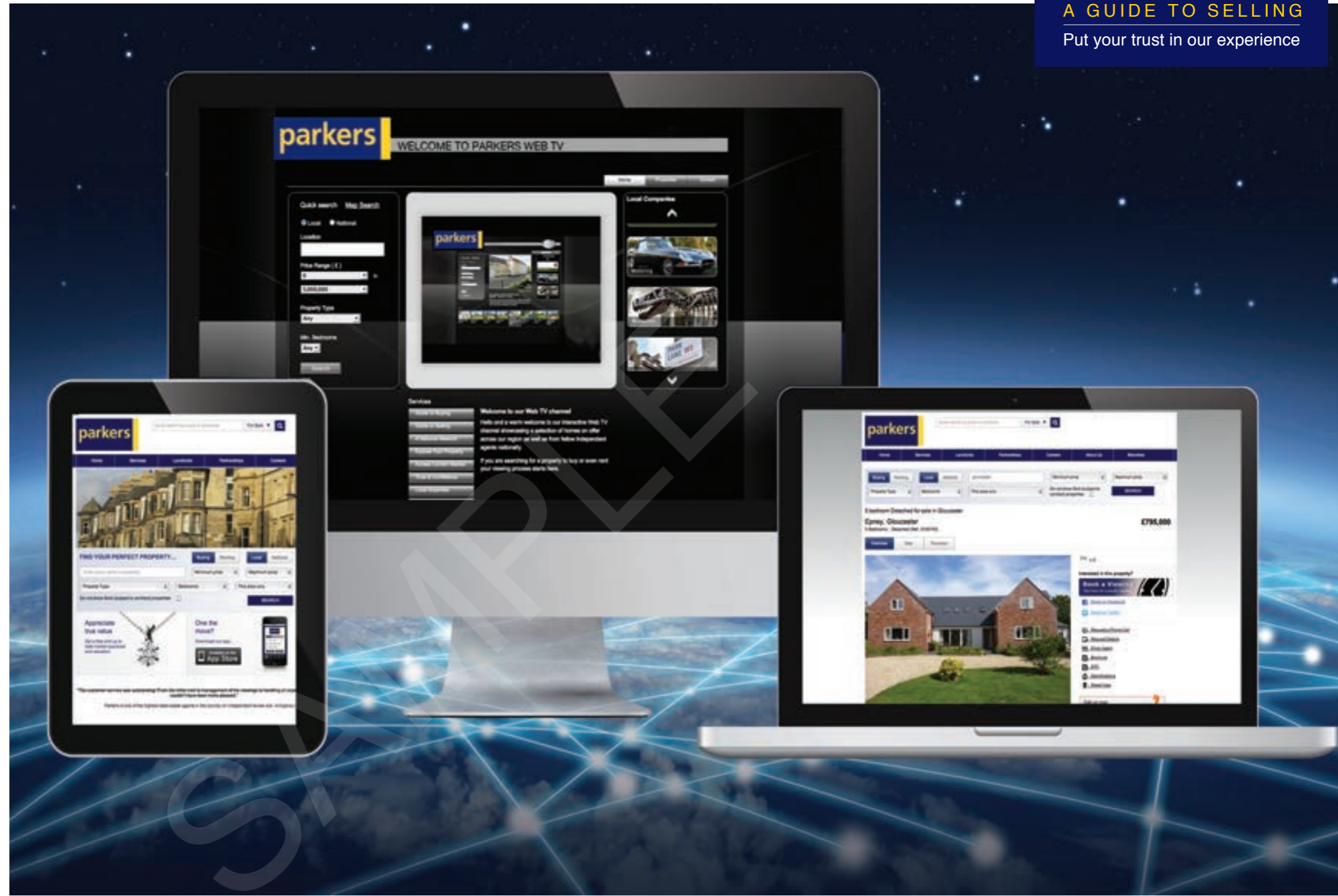


Parkers produce high quality comprehensive property listing brochures, but recognising that potential buyers want more, we have launched our own property and lifestyle magazines.

Our regular listings magazine, Property Scene is produced quarterly as a lifestyle magazine, distributed throughout our offices and online. Property Scene features our most impressive properties alongside refreshing, inspirational and entertaining articles on aspirational lifestyle, travel and property-related topics.



## 07. We are online



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

Parkers newly developed website uses cutting edge technology and is updated the instant a property's status changes. With links to Rightmove and Zoopla, 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, landlords and tenants 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. With all of this at your fingertips, it is not surprising

that more than 300,000 users visit the network's websites every month.

Websites are not enough. Parkers also communicate with buyers and tenants across social media platforms, keeping investors immediately informed of new properties and local and national market updates. Parkers distribute information via Twitter and Facebook to ensure your property gets the maximum exposure.





08. We set high standards



Parkers have an established reputation to protect. We ensure our franchisees meet and exceed the highest professional standards.

All Parkers offices are members of The Property Ombudsman and have staff who are members of NAEA (the National Association of Estate Agents the most prestigious professional body in the industry) or are in the process of becoming members. This means

both vendors and buyers can rest assured that they will receive professional, unbiased advice at all times.

Commitment to the highest standards is developed within our team through the Parkers training academy with its unique mix of on-the-job training and external professional development courses. We are proud of our teams, and are committed to making sure we provide premium service - the service you deserve.



09. We are committed to the community



Whether it's sponsoring a school fete or running a marathon for a local charity, we take our responsibility to the local community very seriously.

Each one of our offices has established close links with schools and charities in the areas in which they operate and collectively Parkers raise thousands of pounds every year in support of important causes. We are founding members of the Estate Agency Foundation, a charity dedicated to help homeless people across the UK.



10. We are near you

Parkers have 15 offices covering Berkshire, Hampshire, Oxfordshire, Wiltshire and Gloucestershire in both town and country locations. Having sold properties in the area for over 60 years, whatever your property requirements we will be able to help you.

If you would like further information about our range of extensive services, please contact your local agent listed on the rear of this guide or visit our website at [www.parkersproperties.co.uk](http://www.parkersproperties.co.uk)



## A Guide to Selling



Basingstoke Office: 01256 844 923  
Burghfield Common Office: 0118 9833897  
Chinnor Office: 01844 353155  
Cirencester Office: 01285 655158  
Earley Office: 0118 935 1212  
Hucclecote Office: 01452 619777  
Nailsworth Office: 01453 833366  
Reading Office: 0118 9575 455  
Stroud Office: 01453 763542  
Swindon Office: 01793 511222  
Tadley Office: 0118 9810494  
Thame Office: 01844 216667  
Theale Office: 0118 9303133  
Tilehurst Office: 0118 9422112  
Twyford Office: 0118 9344444  
Woodley Office: 0118 969 3999

 @parkersproperty

 [www.facebook.com/parkersproperties](http://www.facebook.com/parkersproperties)

[www.parkersproperties.co.uk](http://www.parkersproperties.co.uk)

