



parkers

**A GUIDE TO
SELLING**

parkersproperties.co.uk

Who are we?

Parkers is one of the most prominent and successful estate agents along the M4 corridor area. Put simply, you're in safe hands.

By working with us you will be choosing an award-winning agent with nearly 70 years' experience and a leading high street name across Berkshire, Oxfordshire, Gloucestershire, Hampshire and Wiltshire.

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.

Parkers has a whole range of services 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.

As one of the region's most successful, well-established estate agents, we have retained our identity and believe in the traditional values of achieving results through exemplary customer service.



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.

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We are property marketing experts

Parkers' marketing mix ensures that every property we put on the market achieves the highest quality exposure possible to the broadest market segment.

Our quality sales particulars are mailed to an extensive database of potential buyers. These include professional internal and external photography, detailed floor plans and relevant property descriptions – all the things that potential buyers most want to see.

We also have a fortnightly e-zine, Property Portfolio, which features properties on our books throughout the entire year. Property Portfolio is sent out to over 32,000 applicants, giving you the best chance of getting your property seen by an interested party.

And because Parkers is part of a national network of nearly 300 partner agents, your property can be referred by other offices in other parts of the country.

Add to that our local reputation and prominently positioned offices and you can start to see how and why our marketing achieves excellent results, time after time.



We know about advertising and PR

We recognise the importance of advertising and PR.

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

Our extensive range of campaigns helps us maintain our presence in the public's eye without compromising creativity.

We also work in print

Property Scene is our glossy lifestyle magazine.

Property Scene features aspirational articles on lifestyle, travel and property-related topics alongside the pick of all our property stock available, including yours.



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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.

Parkers' website uses cutting edge technology and is updated the instant a property's status changes. With links to major property portals like Rightmove, 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 over 19,000 views per month, nearly 60% 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.

Parkers communicates with buyers across social media platforms, keeping investors immediately informed of new properties and local market updates. We distribute information via Twitter and Facebook to ensure your property gets the maximum exposure.



We set high standards



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

All our 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 our Training Academy, which provides a unique mix of on-the-job training and external professional development courses.

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 Parkers branches to contribute to the community in ways that don't involve property.



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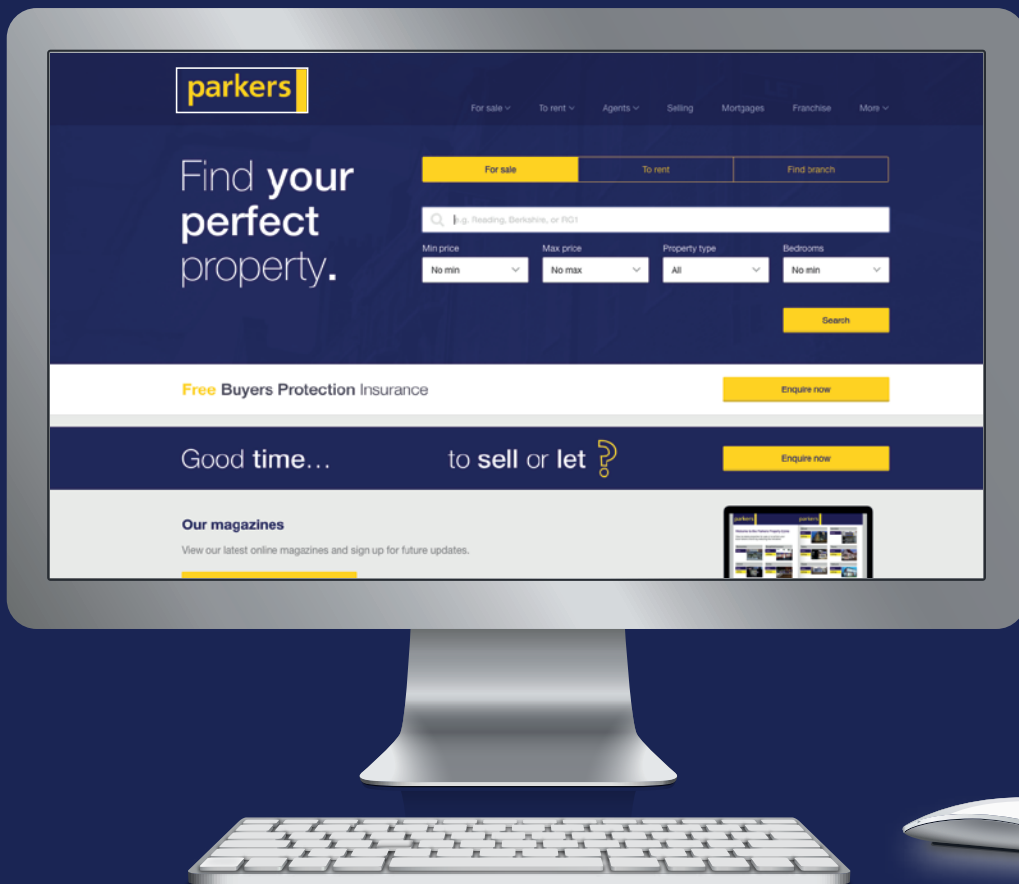
Next steps

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.



Visit parkersproperties.co.uk
to find your nearest branch.



Parkers is a franchise group and each office is independently owned and operated under licence from Xperience Franchising Ltd.

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