



# A GUIDE TO SELLING AN EXCEPTIONAL PROPERTY

LAWRENCE RAND

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## Welcome,

My name is Peter Lawrence, and I am the Managing Director here at Lawrence Rand.

Founded in the aftermath of the financial crisis of 2008, we have set the benchmark for others to follow by delivering the finest range of client-focused estate agency services that put the client at the heart of everything we do.

I am proud of what we have achieved for our clients and customers. Our innovative and professional service has also been recognised by the industry and we have received multiple prestigious awards as a result of our efforts.

With a dedicated sales, lettings, land and new homes and property management teams you can be sure to receive a personal service with the levels of knowledge you would expect from a local property expert. I look forward to Lawrence Rand providing you with the service you deserve.

The good news is that we excel in selling exceptional properties, which your home certainly is. And we've created this guide to provide you with information you can use to confidently choose an estate agent to work on your behalf.

With homes like yours, it is not the promise of a price, it is the process that will be adopted to help achieve the top price and maximise the property's potential. It's about your agent's level of experience, expertise and enthusiasm coming together to help your home sell for a premium price.

Over the following few pages, we will examine why a different approach is needed to sell your property. And we will share the importance of the finer details, answer frequently asked questions, and highlight the importance of a tailored approach when selling an exceptional home.

Thank you for your time, and don't hesitate to contact us if you have any questions.

We're at your service.



**Peter Lawrence**  
Managing Director

**Exceptional:** *Adjective* Outstanding, extraordinary, quality of a very high order.

\*Disclaimer: The information in this guide does not constitute legal or financial advice.



## What makes a property exceptional

### What makes a home stand out from the rest?

In our experience, it can be one or a combination of factors, like its location or a stunning view.

It may be its size and design. The way it has been lovingly improved.

Or even its potential.

It can also, and often is, a combination of all the above and more.

The key thing to remember when selling an exceptional home is that it needs exceptional levels of marketing.

As its owner, you'll also need a level of service and expert advice that surpasses most estate agents' typical offering.

When considering an agency to work on your behalf to maximise your property's value, put these three questions to them:

### What is your plan to market my home?

A home like yours needs a bespoke marketing plan and a well-thought-out sales strategy.

### How will you promote my property to the most suitable potential buyers and unlock its value?

An exceptional property often has a smaller market of potential buyers. That's why it's vital for any agent you are thinking of using to show how they would ensure the right people see your property.

### Who from the agency will I be dealing with and looked after by throughout the sale?

This is an important point to clarify. Some agencies will send out an experienced valuer to your initial valuation. Then, when the agency has been instructed, more junior staff become your point of contact.

By choosing us, you would have one experienced and dedicated point of contact at your service every step of the way.





## The finer details matter

We know from experience that all the pieces matter when selling an exceptional home.

That's why we offer all our exceptional homeowners the following:

### Evidence-based valuations

We never overvalue

### Professional photography

Show your home in its best light

### Lifestyle-based property listings

Sell the property's benefits, not just bricks and mortar features

### Social media campaigns

Making the most of the various social networks

### Proactive use of our extensive database

We'll call all our contacts who are looking for a home like yours

### Accompanied viewings of qualified potential buyers

Let us take the strain

### Negotiating on your behalf

Our expert negotiators will maximise your property's value

### Handling and advising on offers

Honest, open advice

### Maximum portal exposure

Attracting the biggest audience of buyers

### Home staging advice

We'll show you how to maximise your home's appeal

### Presenter-led videography

Brings your home to life for viewers

### Matchmaking buyers and sellers

Qualifying the best potential buyers

### A dedicated contact at every step of the sale

For consistently clear communication

### Introductions to trusted property professionals

Including solicitors and independent mortgage advisers



*“Attention to detail makes the difference between average and stunning.”*

*– Francis Atterbury*



## Our 12-point success strategy

We have a proven track record of selling homes just like yours across Wigan.

Right now, we are focused on one, and that is YOURS.

From the initial point of contact to the completion of your sale, we will be with you every step of the way.

Here's our 12-point plan to help you successfully move from For Sale to Sold.

### 1. Getting the price right

Your property **MUST** be priced properly to attract maximum interest. You'd be shocked how many agencies get this wrong.

Our valuation will always be realistically priced to sell.

And based on years of experience, local knowledge and comparable evidence of other properties sold in your area.

### 2. Your home's marketing matters

You need to ensure the all-important first impression is a good one.

We go all out to create a lasting, positive first impression.

We include professional photography and video tours, extensive social media marketing, property portal advertising and much more.

### 3. We have lift-off

So, the price has been agreed, our marketing machine is fired up, and all systems are ready to launch your home for sale.

We know the best times to promote your home on the portals and to our database. This means your home will be launched at the ideal time to generate the maximum interest.

### 4. Proactive NOT reactive

Lazy agents sit back and wait for the phone to ring about a property. Not us.

At Alan Batt Sales & Lettings, we use several ways to ensure your property and its availability are publicised to the biggest possible audience. This includes SMS (text) messaging and email marketing.

### 5. Dealing with enquiries and viewings

One of the most significant benefits to our sellers is that you always have a dedicated point of contact. And we will accompany all viewings.

## Our 12-point success strategy (continued)

### 6. Track and tweak

It's all about the data. We are continually reviewing the data around your home to see if we can sell it more efficiently.

We check how many views it's getting, how many calls we're receiving, and several other data points to ensure your property sells for a premium price.

### 7. Always listening, always learning

We will always be upfront and honest. This openness applies to every aspect of our work.

We will listen to feedback about your property and learn from it to put you in pole position to sell for the best price, in a timeframe that suits you.

### 8. Consistently clear communication

The biggest complaint people make about agents is that they are often poor communicators.

We've well-established processes to ensure we always communicate clearly and consistently with you and keep you fully updated.

### 9. An offer you can refuse

You are OUR client, and we promise always to use our experience to get you the best price.

We are your professional negotiators and will negotiate hard on your behalf. We rarely advise any of our clients to accept the first offer.

### 10. Choosing a legal eagle

Solicitors play an essential part in your sale's progression.

We have great relationships with several local solicitors and can confidently recommend them to you.

### 11. With you all the way

So, you've accepted an offer you're delighted with and instructed a solicitor you've confidence in. Job done, right?

Well, no, not quite. There can still be some challenging moments, but we'll be with you to guide your sale to completion and overcome any hurdles along the way.

### 12. Mission completed

We love the phone call we make to tell our clients that their sale has completed successfully.

As a local independent estate agency, your move matters to us, and we take pride in delivering the results and high level of service you deserve.



## Frequently asked questions

Over the following two pages, we will look at seven of the most common questions we get asked by owners of exceptional homes.

### 1. How do I know the valuation you have provided is accurate?

No property valuation is 100% accurate. That's because we never truly know what someone is willing to pay for a home.

Exceptional homes are often more complicated to value due to their unique qualities. But we use our experience and current market data to give you a valuation based on honesty and research, rather than wishful thinking and luck.

### 2. How much do you charge?

#### EXAMPLE WORDING ONLY:

*We charge 1.5% + VAT of the price your home sells for. We do not take any money upfront and are only paid on the successful completion of your sale. No sale, no fee.*

### 3. How long does your contract to sell my home last?

#### EXAMPLE WORDING ONLY:

*This is where you explain how your contract works, a short paragraph about your terms.*

### 4. How long will my home take to sell?

Again, the honest answer is no one truly knows. Any agent that gives you a timeframe on this is being hopeful/misleading. However, what we can tell you is that you give yourself the best chance of a quicker sale when:

- A home is well presented
- Accurately priced
- Expertly marketed
- Given exposure to the right audiences
- Property experts are involved in the viewings, offer handling and negotiations





## Frequently asked questions (continued)

### 5. We lead very busy lives. How involved do we have to be in the selling process?

After the initial meeting, and if we are instructed, the good news is we'll do everything else.

We can advise you on staging, create all the marketing, accompany the viewings, provide feedback and handle and negotiate offers. We'll also ensure that your sale stays on track by regularly liaising with all parties involved.

All you need to do is accept or decline offers, and we'll do the rest, so you can carry on leading your life uninterrupted.



### 6. Why should we choose your agency?

The main reason owners of exceptional homes have chosen us in the past is fourfold.

First, we are experienced local experts who have built our reputation on delivering results for our clients.

Second, we are honest, upfront and hardworking.

Third, as a smaller, independent agency, your move matters more to us, which is illustrated by the effort and enthusiasm we pour into selling it.

Finally, we have the marketing nous, sales skills and negotiating expertise to make your experience with us an exceptional one.

### 7. Can I see recent testimonials?

Of course, we'd be delighted to share our success stories with recent clients, and you can always check out our online reviews here:

<https://www.lawrence-rand.co.uk/reviews/>













## Our promise to you

We always aim to help our clients as much as possible and make the sale process as smooth as possible.

We believe in standing by our promises to our clients. And that's why we have set them out below.

We Promise...

-  We will always treat you honestly, respectfully and professionally.
-  We will always give what we believe to be a fair and accurate valuation of your property – we never overvalue to win the instruction.
-  Our fees are transparent with no nasty hidden 'surprises'.
-  We will always provide timely feedback from viewers who have been to see your property.
-  We will always accompany every viewing of your property.
-  We will always respond to your questions and enquiries within 24 hours.
-  We are here to help you and will answer all your questions in a patient and professional way. We are just an email, text message or phone call away if you need us.
-  We will give you weekly updates on your property's sale progress.
-  We hold all the required insurances and industry qualifications to give you total peace of mind.
-  We will get you to SOLD in the quickest time possible.

If you have any questions about this checklist or guide, we're here to help.

Contact us on 01895 632211 or email us [sales@lawrence-rand.co.uk](mailto:sales@lawrence-rand.co.uk)