



JAMESGESNER  
- ESTATE AGENTS -



Selling with James Gesner Estate Agents



# Welcome

Currently enjoying my 21st year in the industry, myself and the team offer extensive knowledge of the area. We pride ourselves on being 'hands on', offering a highlight experienced and proactive approach, with the ability to market your property through our National Network of over 800 like-minded independent agents.

**James Gesner**  
**Director**



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## 15 easy steps and tips for selling your home with James Gesner Estate Agents

1

### The Valuation!

One of our experienced valuers will visit your property to listen to your needs, discuss our marketing plan and recommend a pricing strategy. Based on in-depth knowledge of the property market and local area we will guide you through each step of the house selling process.

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### First Impressions

Ensuring your property has 'kerb appeal' is of paramount importance. Is the lawn cut neatly, are the bushes and shrubbery trimmed back, is the driveway clean, are the bins tidied away? A buyer's first impression of your property can make all the difference!

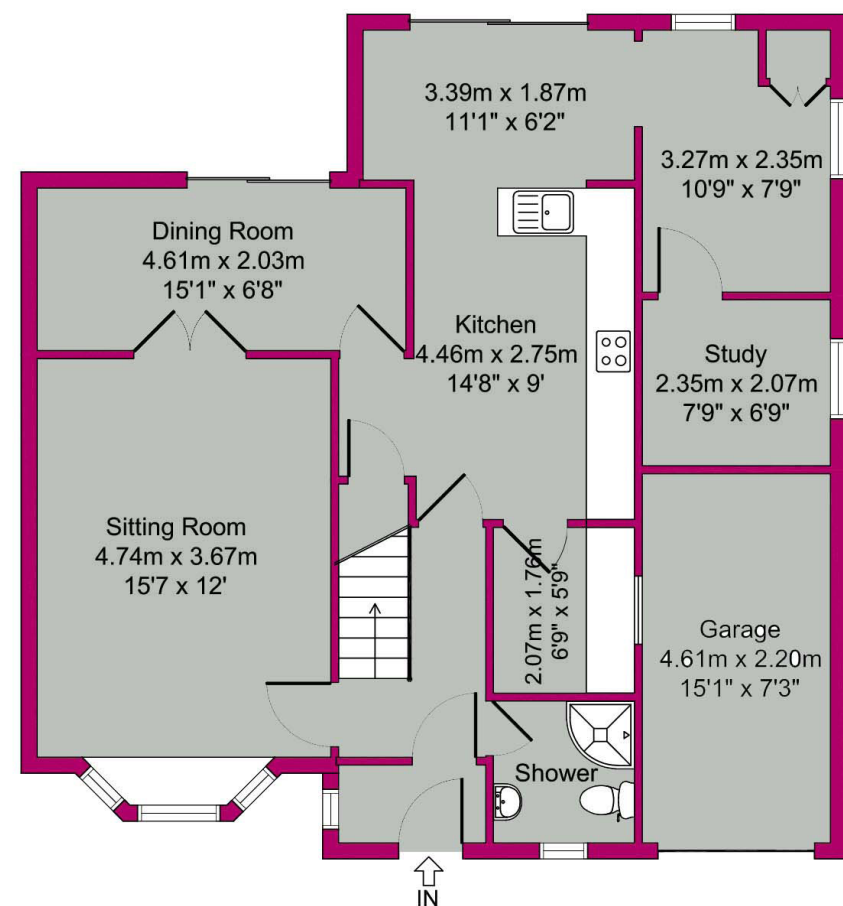
3

### Presentation

Lights, camera, de-clutter! Presentation is the most important marketing tool to attract the maximum number of buyers. We recognise the value of using the best quality presentation and therefore all the James Gesner Estate Agents properties are presented with high quality photography. De-cluttering every room is vitally important to give your home the maximum appeal.







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### Another Essential Tool

Floor Plans give buyers a true perspective of the accommodation your home has to offer, so they can start thinking straight away if your property meets their requirements and plans for the future.

5

### Draft Details

Our valuer will prepare the sale particulars and send you a draft copy by email. Upon your approval, the brochures will be professionally produced, and once approved the property will be launched onto the market.

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### Personal Service

James Gesner Estate Agents are an independent agency. We recognise the value of individual attention from day one through to completion. We strongly believe in consistent communication and we never forget you are the client. We often respond to emails out of normal office hours.

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### We Value Your Opinion

We would love to hear about your property's best features. Buyers respect your opinion and want to hear why you bought the property in the first place and so do we!

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### 24 Hour Marketing

We recommend a James Gesner Estate Agents For Sale board further enhancing 24 hour marketing. If you don't have a board, buyers won't know your property is "For Sale". James Gesner Estate Agents boards are manufactured with a special reflective coating to ensure maximum visibility at night. Another important marketing tool!





# Connected with London...

James Gesner Estate Agents regularly introduces properties to London buyers.

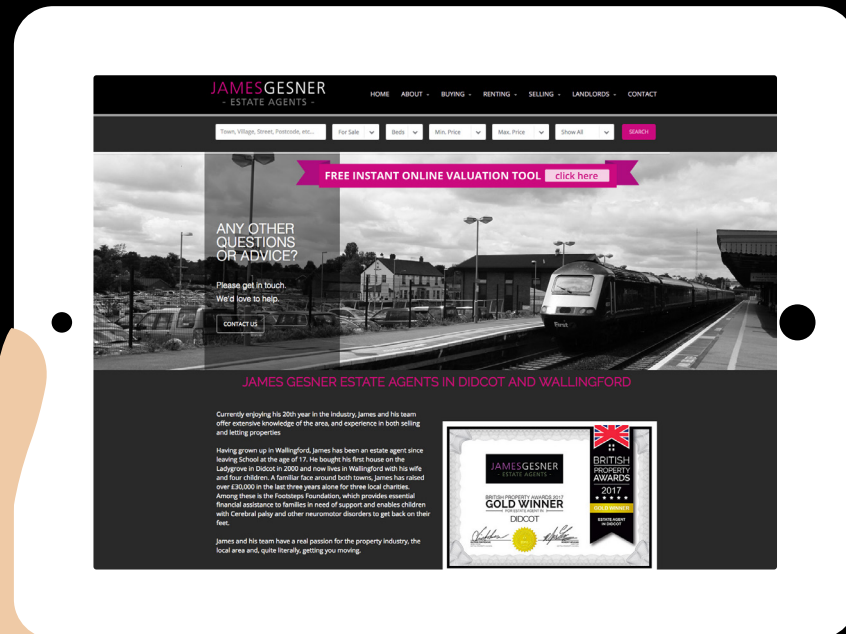
We are part of a national network of over 800 carefully selected independent Estate Agents who, in association with our London Office, work closely together - regularly referring buyers from other areas



Your property will feature in the Guild of Professional Estate Agents glossy magazine reaching buyers across the country.



# How we target your buyer...



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## jamesgesner.co.uk

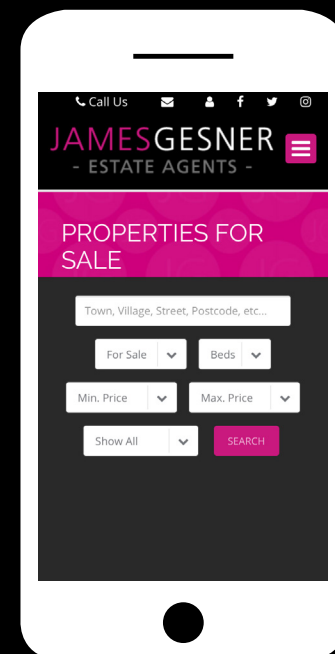
We advertise your property on all major property portals including **Rightmove**, **Zoopla**, **OnTheMarket** and **PrimeLocation**. jamesgesner.co.uk is a modern, user friendly website where our focus on high quality presentation shines through.

Alongside the latest technology, we also take the traditional approach and talk to our active buyers to promote your property and encourage them to arrange a viewing.

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## Latest Technology

A significant proportion of buyers are browsing for properties on their smart phones, tablets and social media. James Gesner Estate Agents has its **own mobile website** to capture this important market.



# ABC

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## We always remember our ABC

**Always Be Calling...** The chances are the buyer for your property could already be on our database. Each negotiator begins the process of phoning our registered proceedable buyers to inform them that your property is for sale and to encourage early viewings.

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## Accompanied Viewings

Showing a potential buyer your property is a specific skill our sales team excel at. We know the best way to conduct a viewing, when to talk, when to listen and how to sell your property's key features.



## Where do our buyers come from?

Our growing database of buyers

Internet advertising on every major website including Rightmove, Zoopla and OnThemarket

For sale boards

Our London connection

Networking through the Guild of Professional Estate Agents

Social media





### Open House Viewings

Often described as an 'open house' or 'open day', this part of our marketing plan can be an excellent tool for those sellers with a hectic work load or busy family life. We agree a date and time with you in your first week of marketing where we arrange viewings by appointment in one session.

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### Communication

Viewing feedback is important! The James Gesner Estate Agent agreement is to give you honest and transparent feedback after every viewing.



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### 28 Day Marketing Review

If your property has not sold in the first 28 days, we will review the marketing of your property, including your feedback, viewing feedback, any offers that did not agree, response from our internet advertising, applicant matches, etc. A plan and strategy for the next four weeks is then agreed where we discuss:

- Review of other comparable properties that have come to the market or sold in your area within the last 28 days
- Competition analysis
- Review of applicants who have viewed but not sold yet
- Possible buyer incentives, ie. stamp duty paid, no onward chain, etc.
- For Sale boards
- General review of market conditions

# Did you know?

A high percentage of our business is through personal recommendation.

James Gesner Estate Agents offer a highly individual service to our customers on a No Sale, No Fee Basis.

James Gesner Estate Agents offer a professional marketing experience without the premium fee.

James Gesner Estate Agents can pre-approve your buyer's mortgage before accepting an offer on your property.

James Gesner Estate Agents actively supports and sponsors Local Community Events. In the last 3 years we have raised over £30,000 for local charities.

In the last two years we have won the gold award for customer service in Didcot by the British property awards.

We are voluntarily regulated to provide you with peace of mind



# Don't just take our word for it...

Big thank you to James and the team for selling our home swiftly and smoothly. We were keen to move but not so keen on the process! We needn't have worried James managed the whole thing and kept us on track... even sending the cavalry with the spare house key at 8.00am to let my son and I in one morning when we shut the car keys in the house! Personal service and good humour - if you are thinking of selling, give him a call!

MRS COSTELLO – BRIGHTWELL CUM SOTWELL

After finding the perfect house for us without really looking we suddenly found ourselves needing to sell ours so we could buy the house we loved! James and the team quickly got ours on the market and it was sold within a week! The house we have bought was also on with James Gesner Estate Agents and they have been fantastic with both the sale of our house and the buying of our new house making it an easy and stress free process. I would highly recommend them and will use again for any future house moves.

MRS TARRANT – GREAT WESTERN PARK

Finally an estate agent that adds value to the process. James couldn't have been more helpful, offering opinion and the benefit of his considerable local knowledge and experience. Even little details, like texting when a viewing was finished so that we knew it was safe to return home, make the whole process a little less awkward. We have found the agent we will use for any future moves.

MRS HARRIS – WALLINGFORD

Cannot speak highly enough of the absolute professionalism of this company. We were updated at all stages of our sale and nothing was too much trouble for James and his team. If you are contemplating selling or buying a property you are in safe hands with this company. Thanks again for all your help in selling our house and helping with the move to our new property.

MR FRANKLIN – DIDCOT



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

DIDCOT: 01235 519888 WALLINGFORD: 01491 522222  
ASSOCIATED LONDON OFFICE: 02033 688613

