

JAMESGESNER

- 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.

2

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!

Professional Photography

3

Lights, camera, de-clutter! Presentation is the most important marketing tool to attract the maximum number of buyers. We recognise the value of using professional photography 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.





West End, Cholsey
Total approx. floor area 1561 sq.ft. / 145 sq.m



JAMESGESNER
- ESTATE AGENTS -

**4 West End,
OX10 9LW
Freehold**

A superbly extended for
presented in immaculate
sought after road with
Mainline Railway Station



West End, Cholsey, Wallingford, OX10 9LW



JAMESGESNER
- ESTATE AGENTS -

Instagram

For Estate Agents
Oxon OX11 8AE
05 519888
1 522222
jamesgesner.co.uk



Show your home in
its best light with
a fabulous brochure!

JAMESGESNER
- ESTATE AGENTS -

Connected with London...

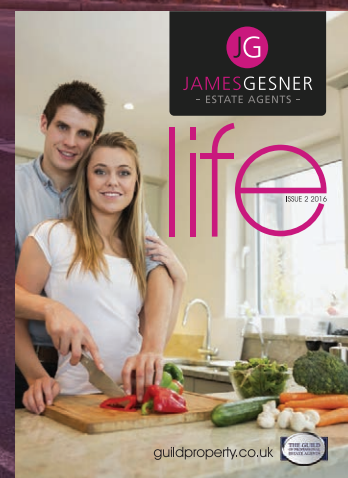


James Gesner Estate Agents regularly introduces properties to London buyers.

We are part of a national network of over 750 carefully selected independent Estate Agents who, in association with our London Office, work closely together - regularly referring buyers from other areas



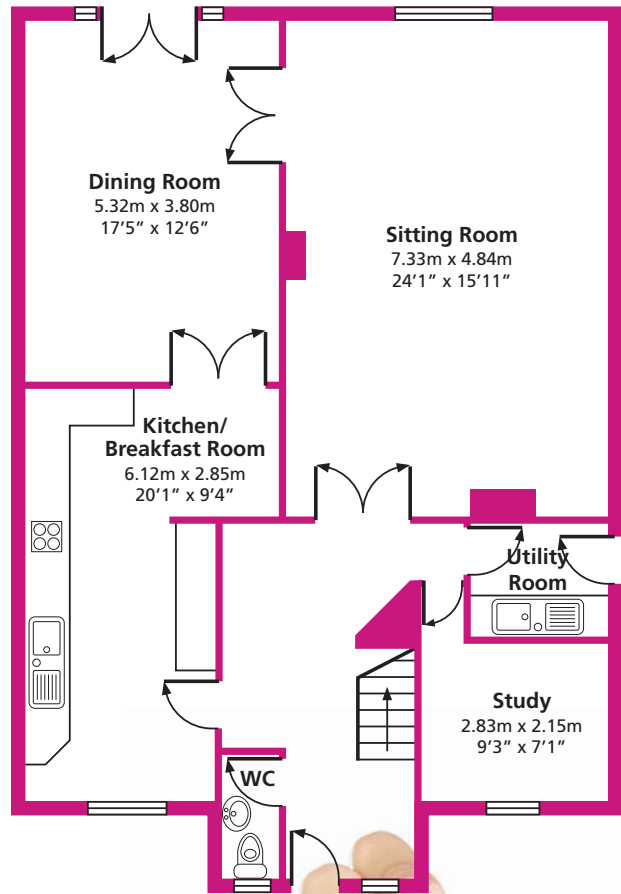
Your property will feature in the Guild of Professional Estate Agents glossy magazine reaching buyers across the South West.



Another Essential Tool

4

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.

6

Personal Service

James Gesner Estate Agents are an independent agency. We recognise the value of individual attention from day one through to completion.

7

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!





JAMESGESNER
- ESTATE AGENTS -

FOR SALE

01235 519888
jamesgesner.co.uk

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".

8

James Gesner Estate Agents boards are manufactured with a special reflective coating to ensure maximum visibility at night. Another important marketing tool!



How we target your buyer...



jamesgesner.co.uk

9

We advertise your property on all major property portals including Rightmove, Zoopla, 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.

10

Latest Technology

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



ABC

We always remember our ABC

11

Always **B**e **C**alling... 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.

Where do our buyers come from?



- Our Existing Database of Buyers
- Internet Advertising
- For Sale Boards
- Local Newspaper Advertising
- Our London Connection
- Networking Through the Guild of Professional Estate Agents

Accompanied Viewings

12

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.

Open House Viewings

13

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.



14

Communication

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



15

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 4 weeks is then agreed where we discuss:

- Review of other comparable properties that have come to the market or sold in your area with 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?

Did You Know?

A high percentage of
our business is
through personal
recommendation.

Did You Know?

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

Did You Know?

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

Did You Know?

James Gesner
Estate Agents actively
supports and sponsors
Local Community
Events.

Did You Know?

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



JAMESGESNER
- ESTATE AGENTS -

72 Broadway, Didcot, Oxfordshire OX11 8AE

Didcot : 01235 519888 • Wallingford : 01491 522222 • London : 02033 688613 • Property Management : 01235 750502

info@jamesgesner.co.uk • jamesgesner.co.uk

