

**SMOS**

estates

# the face of the local property market.

“

Having joined Amos as trainees, we liked the company so much we ended up running it.

”



Since starting our careers with Amos, we have helped grow the company into the area's best known estate agent. Working in the area our entire adult lives has given us an intimate understanding of the community and we are both committed to maintaining the high standards of service that have become synonymous with the Amos name.

As citizens and businessmen, we believe in social responsibility and putting something back into the communities that we serve. Whether it's running community Facebook pages, sponsoring charities or providing event boards to promote local causes, we're proud to be able to do our bit. We're even more proud when our work is recognised with a nomination for Citizen of the Year by Rochford District Council.

**Colin Maclean & Darren Dukes.**

We know from personal experience what a difference good service can make to customers. We also recognise that our service is only as good as our staff. That's why we're one of only a handful of local agents whose entire team is fully trained and accredited, and why we only employ staff who have impressed us with excellent customer service skills working within our own or similar industries.

This guide has been developed to give you an overview of the sales process and the kind of service you can expect from Amos.

# committed to the community.

Our exceptional service isn't just provided to our customers. We are equally dedicated to supporting the local communities in which we operate.

In our community we:



### Promote local campaigns

We're delighted to have donated space on our eye-catching sales boards for a number of worthy community campaigns.



### Run community Facebook pages

We run a number of community Facebook pages that have proved incredibly popular. Our community pages have a weekly readership of 50,000 and have helped to support local businesses, voluntary groups and charities.

### LIKE OUR COMMUNITY PAGES

<a href="https://facebook.com/RayleighEssex">facebook.com/RayleighEssex</a>	17,174	likes and growing
<a href="https://facebook.com/Thundersley">facebook.com/Thundersley</a>	6,104	likes and growing
<a href="https://facebook.com/HadleighBenfleet">facebook.com/HadleighBenfleet</a>	4,642	likes and growing



### Support charities

We are founding members of the Hadleigh and Thundersley community groups, helping support schemes like the Christmas light switch on and hanging flower baskets initiative. In recent years we've also been able to sponsor and raise money for a number of fantastic national and local causes, including:

- Southend Hospital / Rayleigh Primary School / Canvey Rotary Club
- Deanes School, Thundersley / Rayleigh in Bloom / Belfairs Golf Club
- Westwood Academy, Hadleigh / Rayleigh Bowls Club / Havens Hospice
- Children in Need / Please get in touch if you have an initiative we can support.



“ At a difficult time, it was a pleasure to deal with such friendly and efficient people. ”

J.C. Kilbey

# the local leaders in property.

Few local estate agents, if any, provide you with the bespoke and comprehensive service that Amos delivers as standard.



## Unrivalled customer service

Our agents are committed to providing the best service possible. We return all calls and emails as quickly as possible, regularly check everything is okay your end and are pro-active on your behalf to help get the best price possible.



## Expert local agents

We know our community like the back of our hands and are one of the only local estate agents whose entire team are fully trained and accredited.



## Nationwide coverage

As a member of the 'team' and 'move with us' networks, details of your property are available to over 1200 agents nationwide, with 20 in the local area and 18 in London.



## Guaranteed feedback

If you aren't able to accompany the viewing, we will always provide honest feedback immediately afterwards, whether it is good or bad!



## Sales Progressor

We understand that not knowing what is going on with your sale is incredibly frustrating and a major reason not to use an online-only agent. This is why we employ a trained specialist sales progressor whose one and only job is to progress your sale from start to finish and provide you with regular updates.



## 7-day-a-week service

Both our Hadleigh and Hockley sales offices are open seven days a week to ensure no one misses the chance to talk about your property.



## Extensive online promotion

With the vast majority of people searching for their next home online, we invest heavily into digital promotion. This includes featuring your home on Rightmove and Zoopla.



## Pro-active sales tactics

We don't sit and wait for the phone to ring. Once instructions have been received, we immediately telephone, email and text all suitable applicants and circulate your property's details to them.



## Professional photography

We have in-house professional photographers who will make sure your home is shown at its best in our marketing material.



## Open homes

We're one of the few local estate agents who make effective use of open houses. Funded and run by our team, we can generate a number of offers in just one day.



## Competitive fees

We believe in delivering real, measurable value for your money. That's why we strive to provide the most personal and comprehensive service for one of the most competitive prices.



## Video Walkthroughs

Potential buyers can view your property online at any time, with guided virtual tours that highlight your home's unique features in a way that photos alone cannot.

# a proud part of team.

We work alongside other local and London agents to ensure your property is made available to the widest possible market, all for one great sole agency fee.

Instruct Amos to sell your home and your full details will be marketed with the whole team network

18.  
London agents

## Local agents

Amos Estates  
Hadleigh

Amos Estates  
Hockley

Diggins & Co  
Rayleigh

John Cottis & Company  
Stanford-le-Hope

Omega Property Services  
Clacton-on-Sea

Omega Property Services  
Walton-on-the-Naze

Town & Country  
Leigh-on-Sea

100+  
Agents across Britain

No non-team agents offer this coverage

# choosing the right agent.

Your home is probably the most valuable asset you will ever own. So when it comes to selling, you want to make sure you get the best possible price and service.

When you first decide to sell, it may seem like there's no end of agents to choose from. But by using a considered and systematic approach, you'll quickly be able to find the agent that meets your needs.

There are several signs that make an estate agent a good bet. A well-established local agent will have in-depth knowledge of the local market and experience in selling a property similar to yours.

You should also consider those agents with a strong online presence, as well as a prominent High Street office, to ensure that your property receives as much exposure as possible.

Once you've drawn up a shortlist, ask the agents to do a market appraisal of your home, providing evidence to back up their valuations. This can also be a good opportunity to learn more about their local knowledge, marketing strategies, professionalism and fees.

“ All the staff were so helpful at all times and the sale went through without any hold ups. ”

**Patricia Barton**

When making your final choice, don't be swayed by valuation price alone. Some estate agents use this as a method of 'buying' your instruction. In the same vein, it isn't always necessarily wise to pick the agent with the lowest rate – in most cases you really do get what you pay for.

Ultimately, it comes down to choosing the agent that you feel most comfortable dealing with. Property is a people business and if you feel comfortable dealing with the agent, they will probably be great at dealing with buyers, too.



Systematic Approach



In-depth Knowledge of the Local Market



Strong Online Presence



Market Appraisal



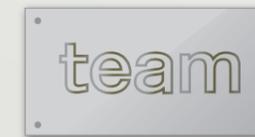
High Street Offices



The Right Agent

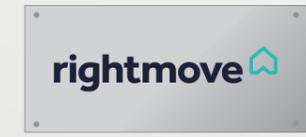
# an industry authority.

As fully licenced members, we work with a number of industry leading organisations that help us provide our exceptional service.



#### Team

As a member of team, the country's largest group of multi-listing estate agents, we can guarantee the best coverage for your home.



#### Rightmove

We advertise all of our properties as featured listings on Rightmove, the UK's number one property search website.



#### The Property Ombudsman

As a member of The Property Ombudsman we follow the TPO Code of Practice for Residential Estate Agents.



#### National Association of Estate Agents

All members of the NAEA are committed to following a code of practice and delivering a service of the highest standards.



#### Association of Residential Letting Agents

The UK's foremost professional body for letting agents; its members are dedicated to delivering high standards in property letting.



#### Homelet

Amos is backed by Homelet, one of the UK's largest insurance providers for landlords and letting agents.



#### Tenancy Deposit Scheme

Our tenants' deposits are safeguarded throughout their period of tenancy by the government-backed Deposit Protection Scheme.

# pricing your property.

It's only natural to want to get the best possible price for your home. But determining the asking price is often far from straightforward.

Price is the single most important factor in determining whether your home sells quickly and successfully or languishes on the market.

There are a number of factors that contribute to the value your home, such as recent comparable sales, location, features, condition and predicted market trends.

Ultimately, however, your home is only worth what someone is willing to pay for it – and the best person to make this judgement is a reputable local estate agent. A good estate agent will use all of these factors and more to come to a carefully considered conclusion. In fact we quite often get a premium price for your property due to our exceptional marketing. If you have any misgivings about your valuation, you should always ask the agent for evidence.

You may be tempted to start out at a higher price. We understand your desire to get as much as possible for your home, but in doing so you may be damaging your chances of a successful sale. Homes sell best when they are fresh on the market, and pricing your property too highly could mean missing out on a significant number of potential buyers.

At Amos, our valuers are local property experts with significant experience pricing and selling homes in the region. We offer valuations for free, which are always carried out by a director of the firm or a senior manager who will always provide you with evidence of their judgement should you wish to see it.



# preparing your home for sale or rent.

Give your property the best chance of selling by presenting a home that buyers can't help falling in love with.



## Exterior

Give viewers a great first impression by removing all litter from around your home, putting your bins away and keeping your front garden and drive clean and tidy.



## Front door

This is the first thing viewers will look at as they enter your home. If necessary, it is worth a new coat of paint and replacing any broken bells or knockers.



## Interior

Complete a once-over of your home to make sure all painted walls are free of cracks, carpets are clean and free of stains, and all hallways are tidied and swept.



## Kitchen

Your kitchen should be clean, neat and tidy. All fittings should be in good condition with handles or drawers replaced if necessary. Don't cook anything prior to a viewing to avoid unwanted smells.



## Bathrooms

Bathrooms should also be sparkling, clean towels should be present and any products should be stored away in an appropriate place.



## Bedrooms

Make sure all bedrooms are clean and tidy, beds are made and curtains are open to let in light.



## Living areas

Viewers may want to sit down to discuss aspects of the home with you, so make sure any living areas are clean and comfortable. But don't be tempted to stuff cupboards and closets with clutter – viewers will check inside.



## Furnishings

Dust, tidy and Hoover all soft furnishings and furniture. Make sure everything looks in good condition.



## Valuables

While cases of theft are rare, we recommend that you remove all small valuable items from view.



## Garden

A beautiful garden is something nearly every buyer is looking for. Make sure your garden is well tended and any patio areas are swept and clean.



## Pets

If you have pets, pay special attention to the areas they usually inhabit, removing any hair and eliminating smells where possible. It can also be a good idea to take them for a walk when you have viewings.

# promoting your property.

When it comes to promoting the sale of your property, we develop a tailored and comprehensive marketing strategy to reach as wide an audience as possible.

When you instruct Amos to sell your property, you are instructing one of the area's most thorough and innovative agents when it comes to marketing.

We develop a bespoke sales pack and an online, offline and direct marketing strategy for every property we are instructed to sell.

# innovative marketing campaigns.

If you live in the local area, you have probably noticed our eye-catching campaigns on buses, billboards and sales boards.

Whether it's a game of snakes and ladders or a Valentine's Day-inspired message, we invest heavily in promoting Amos as the area's leading estate agent. If people are looking for a property, they know to come to Amos first.

1

“

I sold and bought through your agency nine years ago and I came back because of the professional service I had received. I am pleased to say that I was not disappointed and will be recommending your agency to family and friends.

”

John Hall

LET'S GET IT ON...



you will fall in love with our services

**amos**  
estates

# bespoke sales particulars for a successful sale.

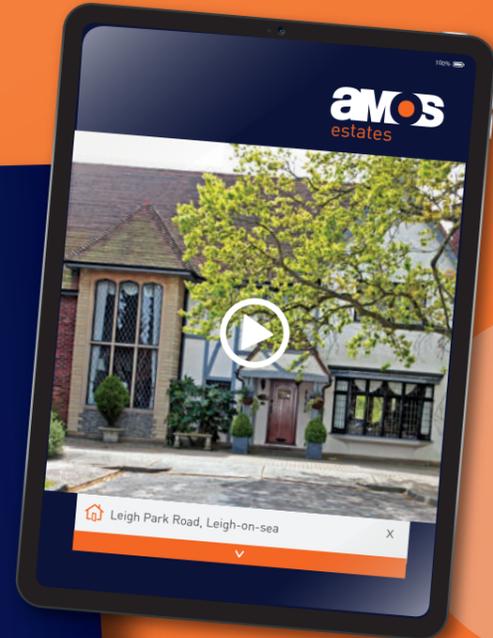
# 2

Making your home stand out all starts with the photography. To ensure we capture your home in its best possible light, we have professional photographers to take all of the images that will be used in your property's sales pack.

When combined with floor plans, video walkthroughs, engaging property descriptions and clever layouts designed to highlight key features of your home, these photographs help to create the most informative and eye-catching property particulars on the market.



# amos estates



# reaching an online audience.

# 3

The vast majority of property searches start on the Internet. That's why we've invested heavily to make sure our clients' homes are accessible, no matter where potential buyers search.

### The Amos Website

We list every property we market on our own website, which has been optimised to appear high in Google for local searches and features live chat so prospective buyers can speak to us straight away.

### Mobile

Potential buyers will also be able to find your property on Rightmove and Zoopla mobile apps when searching with Apple or Android smartphones and tablets.

### Social Media

We're one of the few local agents to harness the power and popularity of social media to market your property via Facebook and Twitter.

### Property portals

We feature your property on the UK's leading property portals, Rightmove and Zoopla. With a complimentary featured listing for every client, there's no danger of your home getting lost amongst the crowd.

Here are just some of the other places we feature your property in:



# 4

## proactive promotion.

At Amos we go above and beyond to ensure your property details reach as many people as possible. Instead of waiting for the phone to ring, we actively go after potential buyers.

### Direct Mailing

As soon as you instruct us to market your property, we call, email and text every suitable applicant in our database, circulating full colour particulars of your home to everyone who may be interested.

### Open homes

We are also one of the few agents to successfully utilise open homes to generate a flood of viewings and a number of offers in a single day. We organise, fund and oversee these events, providing fully trained staff to chaperone potential buyers around your home and answer all of their questions.

## considering offers.

Generating offers is just the first step towards the sale of your property. Our negotiation skills can help you maximise your price.

True to our honest and transparent approach, we will inform you as soon as an offer is made on your property. When presenting you with an offer, we will also provide our advice on the best course of action to take.

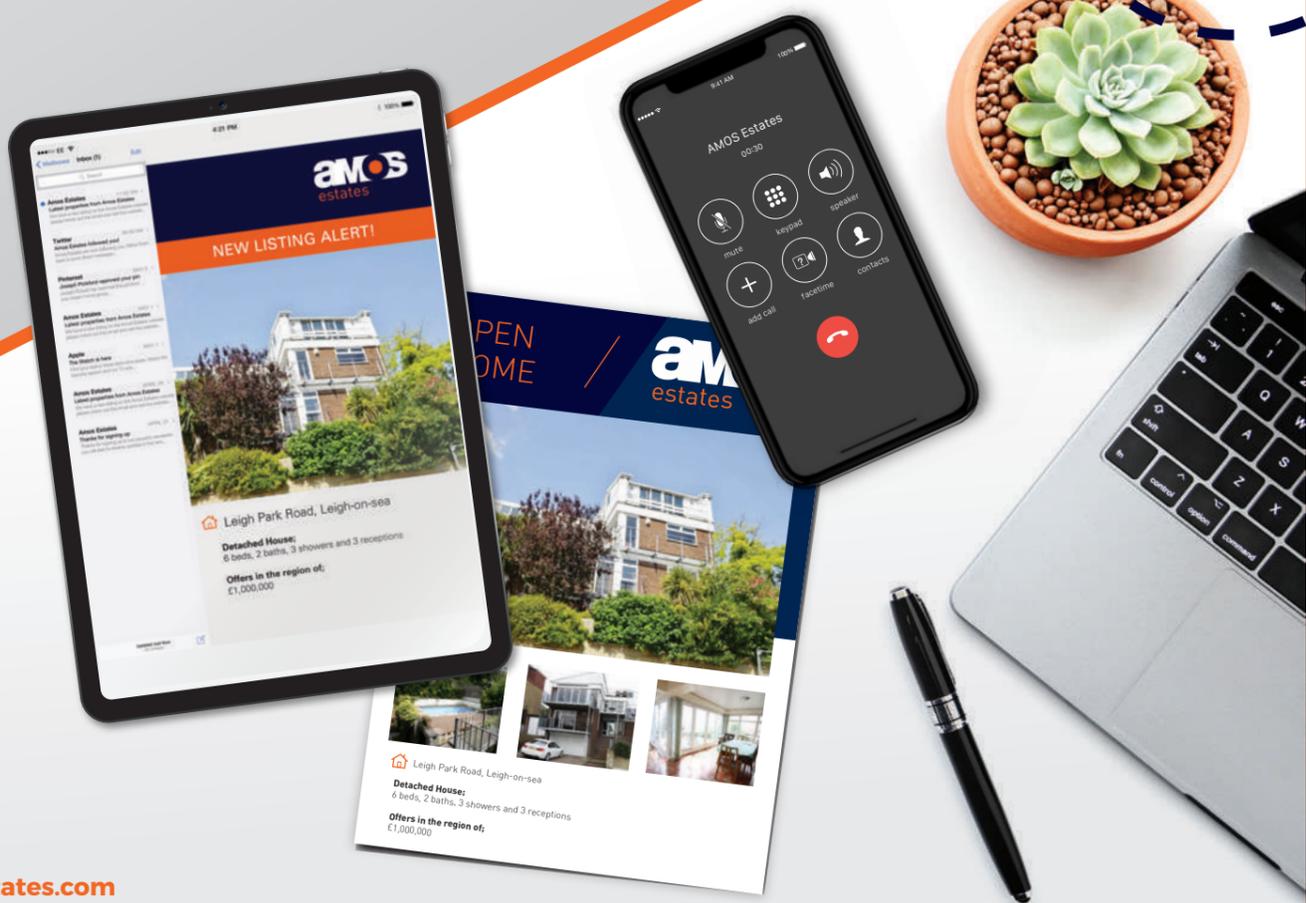
Often, this will be renegotiating to a higher price. Remember we work for you, not the buyer. It's our goal to sell your home for the best price possible.

But you don't necessarily have to accept the highest offer. If you need to move quickly, for example, it may be more suitable to accept a lower offer from someone who has no chain, rather than a higher offer from a buyer who is still waiting to sell their home.

Once the sale has been agreed, there are a number of other formalities that must be completed before you can move. This can seem like a long, drawn-out and stressful process for the seller, but at Amos we do our best to keep this period as short as possible. Our agents are pro-active in gathering information from everyone else in the chain, persistent in chasing relevant parties and committed to keeping you informed as the sale progresses.

Our team are well versed in handling negotiations and chasing sales on behalf of our clients.

We promise to get the best price for your property and have you in your new home as quickly as possible.



“ At times it looked like we weren't going to get there due to other parties, but thanks to your persistence and communicative skills we got there in the end. ”

Angela & Graeme Overton

# what our customers say.

We pride ourselves on going the extra mile and delivering unrivalled customer service. Hear from the people we've helped with the sale of their property and discover why the Amos approach is always effective.

“

We have nothing but praise for the service we received from Amos during the sale of our bungalow. We were helped through the whole process with kindness and consideration by the whole team. We cannot recommend them highly enough. ”

**Mr & Mrs Cleverley**

“

We sold our house through Amos and we can't recommend them highly enough. They were excellent throughout the whole process and nothing was too much trouble for them. They always made themselves available to do viewings and their communication was excellent. ”

**Mr & Mrs Sharp**

“

The whole team kept me up to date and informed through every stage of the sale. I never felt anything was too much trouble, from a realistic valuation to a satisfactory conclusion. ”

**Mrs Cook**

“

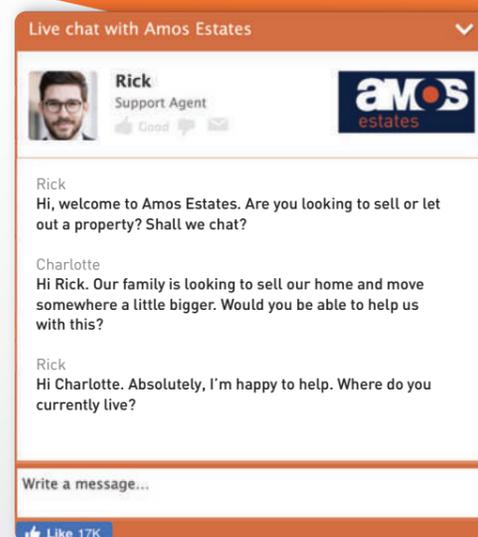
We were not sure which estate agent to go with at first, but decided to go with Amos due to the friendly, professional staff throughout the office who kept us informed and updated every step of the way. ”

**Mr & Mrs Kilby**

# talk to us 24/7.

Do you have a question for our team or would you like to know more about our services?

Our Live Chat is available 24/7, so you can get in touch with our team and receive the answers you're looking for at a time and place that suits you.



# at the heart of property.

Our professional and personal approach to property isn't just limited to residential sales. With a thriving commercial team, a dedicated mortgages expert and the longest established lettings and management department in Hadleigh and Hockley, we offer clients an exceptional experience, no matter what service they need.

# Making property personal since 1972

Part of **team**, the nation's property network

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**Hockley Office:** 1A Spa Road, Hockley, Essex, SS5 4AZ **t:** 01702 207 720 **e:** hockley@amosstates.com

[amosstates.com](http://amosstates.com)



**team**

