




Selling your house



“” My experience with Northwood was absolutely amazing. They made me feel very much at ease and took control of everything: I didn't need to worry about a thing. I definitely would have *no* hesitation in using them again.



Why Northwood?

We're committed to going over & above in everything that we do: providing an outstanding service to all of our customers. We believe in weaving this philosophy through every aspect of the Northwood service. That's what makes us different.

We know that selling a house can be stressful.

Pretty much the most stressful thing you can do, actually. So we've made it our business to take the hassle out of the experience for you.

That means that we're committed to excellent communication, right from the start. There's nothing more stressful than not being kept up to date and informed as things move along. So whether that is celebrating good news, or breaking bad news - we'll keep you up to date. We promise.

A fully customised service.

No two properties are the same (believe us - we've seen a few!) and, therefore, no two home purchases or sales are the same. We don't just have an 'off the shelf' service we offer to everyone - we recognise that every customer needs something slightly different, and that's what we provide.

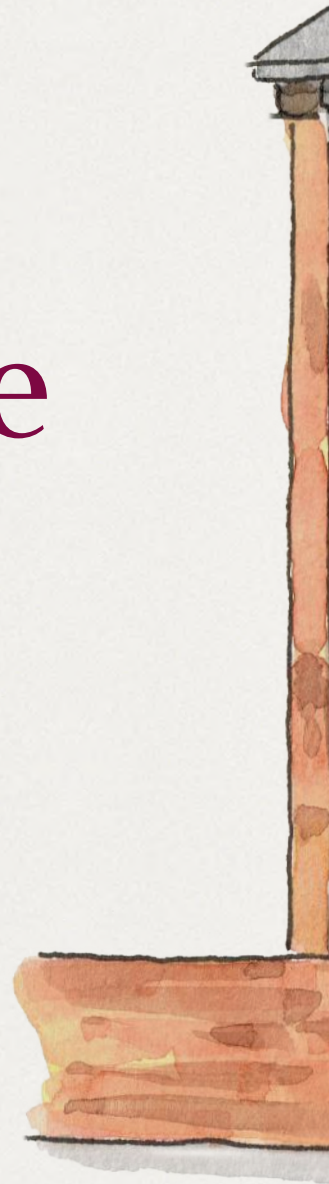
It starts with listening - and understanding exactly what it is you need, right from the start. So our agents will always begin by having a chat with you to find out a little bit more about you - it just means we can offer you a service that is customised just for you. Whether it simply be understanding the best times to update you via email, telephone or face to face meetings, we can fit in around your lifestyle.

The importance of local knowledge

Every one of our managers and every member of our staff know their postcodes inside out. This level of local expertise helps us arrange more viewings, generate more offers and negotiate harder on your behalf!

They know the best bits, the up-and-coming areas, the sidestreets, the greens. They know where the good schools are, how far you are from the cinema, where the hidden gems can be found. They know the places to be seen in, the best place for a decent flat white, the best pub for a pint and a packet of crisps.

The park with the best swings, the theatre with the best shows, the bars with the comfiest seats. So you know that you're in safe hands when you trust Northwood to market your property. We know how to talk to your viewers about the local area.





“” I love visiting them in the office but I know that they are a safe pair of hands and I can just leave everything to them. I’ve tried other agents but Northwood is by far the best.



A unique national network

With over 85 offices across the country, our extensive team of local experts have in depth knowledge of the current market conditions in their own area. With every office being independently owned and run, there's a genuine mission to not just sell your property but to be the best agent you've ever dealt with!

Selling your property with Northwood

The benefits of having both a national network with a local presence mean that whilst our local teams can make sure your property is positioned correctly in the local market, we also have the power of our national network to help you show your property off to all the right people - no matter where in the country they are.

- ✓ Distinctive For Sale boards
- ✓ Over 85 high street offices capturing high quality buyers
- ✓ A website with over 130,000 hits per month
- ✓ Dedicated 'Investors Only' page on our website that attracts 10,000's visitors per month. (Used when appropriate)

Putting your property in front of the right people - wherever they are

Whether it's online or offline, digital or print we have it covered.

Online

Our Northwooduk.com website allows prospective buyers to find your property quickly & easily

- ✓ Property details load instantly
- ✓ Over **130,000** visits to the site each month
- ✓ **11 pages** viewed every minute of every day
- ✓ Your property featured on **major online property portals**

Offline

- ✓ Prominent High Street office window displays



That national presence also means that we have a centralised hub of specialist departments which all offices can access and benefit from:

- ✓ Substantial list of pre-qualified, motivated buyers
- ✓ Access to our dedicated, national Buy-to-Let landlord network to capture investment buyers
- ✓ Instant uploading of property details online
- ✓ Powerful marketing to ensure all properties are presented to the highest professional standard
- ✓ Compliance to give you peace of mind that your property is being sold properly
- ✓ Buy-to-Let specialists to support investors.

Proactive sales approach

- ✓ As soon as we are instructed to sell your property we begin contacting our extensive list of buyers looking in your area. Anyone who is able to buy a property in your price range will receive a personalised email. Our unique feature list means we can then target the very best buyers who we will speak to directly.

Structured open days

- ✓ Open days can be a great way to help sell a property quickly for an excellent price. At Northwood we believe in the art of a good viewing. Our open days mean our agent spends some time with each potential buyer, showing them around the house and answering all their questions. By setting a deadline for applicants to register their interest we put ourselves in the best position to negotiate with interested parties to maximise the your final sale price.

Expert recommendations

- ✓ At Northwood in Wrexham, we are an appointed representative of the Mortgage Advice Bureau. We can introduce you to thousands of mortgage deals to which we have access that are not available direct to the customer. Through these relationships we can ensure your buyer is financially vetted prior to agreeing a sale
- ✓ When required we can recommend specialist conveyancers who we have strong and efficient working relationships with us. This helps progress your sale as quickly and painlessly as possible

Why your local Northwood?

As your local Northwood team we're really proud to be a part of the local community here. We'd love you to come in and meet us - our team of negotiators love to put faces to names. From the first conversation to the day of completion we know that we'll be working together for a number of months. Therefore we want to get off to the best start and know you as a person, not just as 'another seller'. Northwood are renowned for being friendly, approachable and helpful. Always going over & above for our customers.

Introducing your local Northwood team

At Northwood in Wrexham our team knows the best parts of the town, from the side streets and the parks, to the new up-and-coming areas. When selling your property with us, you will be provided with a sales team who use in-depth knowledge and a wide understanding of the local market. The team is always happy to assist with any property queries and will offer you informative local expertise that is relevant to your property situation.

Our team of talented people is directed by Stephen Bithell; his son Siôn himself a professionally qualified Estate Agent, will be pleased to provide you with a comprehensive report about your own home and how your local comparable market has been performing.

Agents acting on your behalf

We are dedicated to going over & above in everything we offer. We're invested in our business and it matters to us that we get it right for you - our reputation is built on providing a superior level of service.

We believe in great communication - keeping you up to date with how everything is going is really important to us.

But for us that also means we don't call or email you all of the time - we know you have plenty of other things to be getting on with.

We are always happy to arrange an appointment at the your home, if that is easier for you - so you don't even need to come into the office.

“” I realised that Northwood were a company that were going to do their utmost in achieving my requirements.



Showing your house off

When you're getting your house ready to sell, there are a few things that you can do to make it look particularly attractive to potential buyers.



First impressions really do count here. We've seen a quite a few houses in our time - so we've compiled a handy list of our top tips to help you make your house stand out from the crowd when you put it on the market.

- Tidy the front gate and gardens. Cut the grass, weed the flowerbeds and trim the hedges. It sounds like an obvious thing – but make sure the doorbell works!
- Clean the windows – they are the 'eyes' of the house. Dress them with curtains or blinds - naked windows are really unappealing.
- Make all of those minor repairs you've been meaning to get around to for ages – fix dripping taps, fill and repaint cracks, replace mouldy grouting, adjust hinges, remove or replace items that are broken or damaged.
- Open all internal doors to avoid dark passages and landings – they make a house look smaller. Turn on the lights and table lamps before your viewers arrive. Replace any lightbulbs that aren't working.
- Kitchens and bathrooms are the key rooms that sell houses. Clearing the surfaces will make the rooms appear larger. Do the washing up and put the laundry away. Clean the toilet, ensuring the lid is down.
- In winter, turn on the heating – give a feeling of cosiness in cold weather.
- In summer, fresh air is important. Open the windows – particularly if you smoke or have pets.
- Fresh flowers make a room look cheerful – and smell nice too.
- Keep the house looking spacious and comfortable to live in. Remove any clutter, make all the beds and bribe the children - whatever it takes to keep their rooms tidy!
- Define the function of each room clearly. Use your smallest bedroom as an office? Place a single bed in there instead to show how the room could be used by a young family.
- Pleasant smells attract; unpleasant smells repel. And people WILL remember smell! Get rid of the source of bad odours – ensure sheets and towels are fresh, pet bedding is washed and bins are emptied. You could use the classic technique of brewing some fresh coffee or rising bread - or if you're not much of a baker, place a few drops of vanilla essence on a baking tray in a warm oven to create a baking smell. Avoid air fresheners – they are synthetic and often overpowering.
- If you have dogs, take them out of the house – many viewers are afraid of them, however cute you may think they are!
- If you are in when the viewing is happening, give your viewers the space they need when looking around. Make them feel welcome – turn off the TV, and remember to greet them warmly.



Over & Above ✓

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