

GUIDE

TO SELLING
YOUR HOME

CURRAN & PINNER
curranpinner.co.uk





WELCOME

Buying or selling a house can be a daunting experience. Curran & Pinner are here to advise and support you through the process. We have 6 principles that underpin the way we do business. These are:

We're good

We have 40 years combined experience, we know what we're doing and people come back to us time and time again. But don't take our word for it; here are a few kind words that our customers have said about us...

We give realistic valuations

They might not be the highest, but they're honest. They'll be completely in tune with current market conditions and you won't be constantly under pressure from us to lower your price.

Our costs are transparent

You'll always know exactly what you're being charged and what it's for. Nothing is hidden and no cost will be a surprise to you.

No tie in sales agreements

We are confident of our level of service and therefore offer an open agreement, if you are unsatisfied with our service you have the freedom to end our agreement at any time. This allows flexibility whilst ensuring we act in your best interests throughout the selling process.

We only employ proud, professional people

Our teams work on a higher-than-average basic salary. They work with integrity and are incredibly committed. Give us a call and judge for yourself.

You'll never need to chase us

We return every phone call and reply to every email, you'll always know what's going on.

GETTING STARTED

The first step to selling your home with us is to meet with Warren Pinner or one of our senior sales team who will talk you through how we can help you shout about your property's features and give you a realistic valuation. This service is provided completely free of charge and without obligation.



OUR OFFICE

Venturing through the door of a traditional estate agent can be a little off-putting. Often you're faced with lots of formal desks and everyone staring at you.

The Curran & Pinner office has been designed to be contemporary, calm and informal. You can always be sure of a warm welcome and a quiet relaxed environment in which to talk through how we can help you.

We make great tea too.

Our office is in the heart of Shortlands, next door to the train station and only a few minutes from Bromley itself. We offer a residential sales and lettings service as well as a property management department on the 1st floor.

Our sales & lettings teams have over 40 years combined experience, and many are members of the National Association of Estate Agents (NAEA) and the Association of Residential Lettings Agents (ARLA). All our people have access to fantastic training opportunities, as well as being continually managed and developed on a day-to-day basis. Individuals are encouraged to go the extra mile, to show their personality and are well rewarded for their achievements and successes.

Our software is cutting edge meaning that all properties and potential buyers/renters are available to all staff members to deal with all properties are uploaded to the portals in real time.

This means your property will go live with our applicant database and the external property portals simultaneously.

We think this way of working will find the right buyer for you in the shortest possible time.



NEXT STEPS

If you decide to go ahead with us (and we really hope you do), we will then get cracking on the following:

Photographs

We'll take top quality, high resolution, wide angle internal and external photographs



Floor plans

We measure the property and produce floor plans for use on our property particulars and online medium.

Energy assessment

We'll arrange for an accredited assessor to visit you and produce an Energy Performance Certificate (EPC) if you don't already have one (all properties must have a valid EPC in order to be marketed for sales or lettings).

Marketing

There are many different things we do to ensure that your property is effectively marketed to achieve maximum exposure. Here are a few of them...

- For every property we represent, we produce either an A4 or A3 full colour brochure with full written description, photographs, and EPC graphs
- We will add your property to our state of art window displays and digital screens.
- Your property will be listed on our own website - www.curranpinner.co.uk The software behind our website enables us to send your property details to all suitable buyers at the click of a button. The site has intuitive navigation, extensive information about every property, school information and details of local amenities.



- We advertise our properties on more property portals than any other local agent. This includes:

rightmove
www.rightmove.co.uk

Zoopla
www.zoopla.co.uk

PrimeLocation
www.primelocation.co.uk

onTheMarket.com
www.onthemarket.com



OTHER REASONS WHY WE'RE DIFFERENT TO OTHER ESTATE AGENTS...

Accompanied viewings

We accompany all viewings. Without fail. We agree all appointments with you first (they'll also be confirmed by email) and then a member of the sales team will show the potential buyer round your home. We're the experts in selling properties and believe it's part of the service you're paying us for. We can also get feedback from every viewing and can then make recommendations for any changes we might need to make to get you your sale.

Industry standards

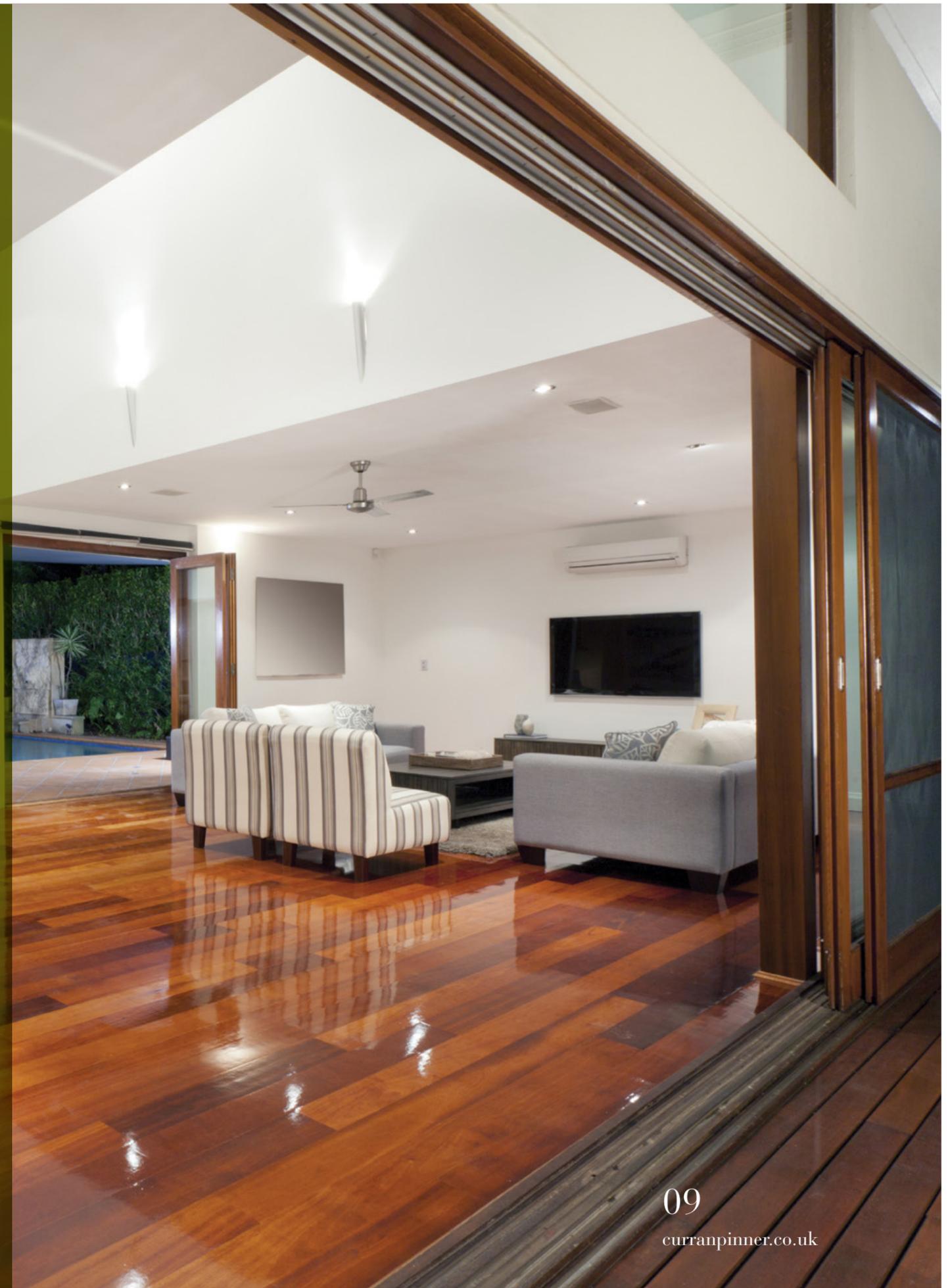
At Curran & Pinner we really do believe that it's our amazing, hardworking people that make all the difference. When they care, our business is sound. If they stop caring, our business goes down the drain. As a result of this continual focus on customer service, we have an established and very positive reputation to protect. We work hard to ensure that we always confirm to the highest professional standards. We are members of National Association of Estate Agents (NAEA), Association of Residential Letting Agents (ARLA) and members of the Property Ombudsman. We want you to rest assured that you will receive professional, unbiased advice at all times.

Communications

Selling a property can be stressful but in our experience, most of this stress comes from clients being left in the dark about the progress of their sale. We give prompt feedback from viewings, honest opinions and regular updates.

To give our clients access to even more information, we've invested in an online 'vendor system'. Anyone selling a property with us can log-in any time of day or night to see feedback on their viewings and any updates on their sale. The system is updated frequently by our teams so you always have the very latest information.

Weekly reports are also sent to you via email. These reports include a summary of website hits (how many people have looked at your property online), calls/enquiries made, details of any offers made, viewing arrangements, viewing feedback, letters produced, how many times we've sent your property details out to interested parties by email and how many property brochures we've given out.



**BUT DON'T
JUST TAKE
OUR WORD
FOR IT...**

I'd like to thank you for your professionalism and the effort you have put into this rather lengthy purchase process. ”

In this busy world it is easy not to take time out to thank those who have exceeded expectations. I would like to thank you personally and to ask you to pass my thanks on to all of your team involved in the sale of my mother in laws house. I was delighted with the professional way you handled every aspect of the sale and kept the paths of communications open by keeping me informed at every stage. ”

An excellent service! I think it would be fair to say that if all your customers experience the level of customer focus as I have you seriously run the risk of giving Estate Agents a good name. ”

I would strongly recommend Curran & Pinner to anyone intending to put their property on the market. I found each member of the team to be full of energy, enthusiasm and utterly confident that a successful outcome would be achieved. ”

The whole process went smoothly from start to finish. Everything was dealt with in the most professional manner. ”

We have recommended your firm to other flat owners in the block, and understand that our purchaser will be using you to manage the property for him when it is let. I know that he has chosen wisely. ”



Curran & Pinner our happy customers say it all!

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