

BESPOKE MARKETING STRATEGY

PRESENTATION - EXPOSURE - SERVICE



PRESENTATION STRATEGY



Launch your property in style and stand out from the crowd. We don't post your property on portals and forget about them. We create a bespoke marketing strategy that we work on EVERY DAY, to get you results.

What do we do?

Professional photography*

Professional photography is a must for anyone serious about selling. Get the photos right and this could mean higher offers and a quicker sale.

Our accredited photographers are dedicated and passionate about photography and the images they produce. They come fully equipped to capture the perfect angle in the best light and utilise a suite of editing software to bring to life the colours of your home. Normally a very expensive service for most properties, but supplied at no cost to you by us.

Video Tour

Video tours allow buyers to get a real insight into your property and are proven to attract interest. As part of our service, we not only create several videos, we create a targeted campaign for the video tour on social media, to ensure that your property is brought to the attention to passive buyers who may not be actively looking on the portals

3D Virtual Tour*

3D virtual tours are the future, we commission a professional tour created using a 3D camera, this creates a seamlessly continual 360 degree tour of your home. Potential buyers can browse at their leisure for as long as they wish, being able to look as many times as they wish. Not only does this familiarise them with your home, but it also helps to avoid timewasters, which can be so time consuming as it saves preparing for a viewing needlessly. *Included in our Marketing Pack



PROPERTY PARTICULARS

Our in-house design studio produce 24 page property particulars. They are bespoke to enhance the character and lifestyle of your home, capturing the attention and interest of potential buyers. Your brochure will then be distributed to our comprehensive database, both by post and electronically.

FLOOR PLANS AND EPC'S

Our highly trained floor planners (often this is your photographer) work to strict guidelines and produce sophisticated plans that are far superior to the basic plans you may see elsewhere. EPCs are a legal requirement when offering a non-Listed property for sale or to let.

LIFESTYLE INTERVIEW

We employ a team of experienced property writers to carry out short lifestyle interviews by telephone. This gives a unique insight into living in your home and the local area, bringing the property to life and going beyond what a property brochure can offer.

STAGING AND STYLING CONSULTATION

Staging and Styling a property ensures your home is positioned at its best in the market to achieve the interest and value it deserves. Our team of experts will stage your home to maximise the use of light and space, style key rooms to attract the target market and present each property as a home – helping buyers to see the potential and best your property has to offer.

EXPOSURE STRATEGY

Sell for the best price

Properties with Professional Marketing are more likely to sell than those without.

In fact, according to Focal Agent, research on over 10,000 properties listed for sale, those properties with Professional Marketing were 31% more likely to sell.

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Coming to market video

Before we launch a property to the market, we always create a short coming to market video which will be promoted on Social Media to generate interest in your property BEFORE it goes to market.

We often create a sponsored advert to maximise exposure, it is not uncommon for sponsored videos to get 10,000 views.

Facebook Ad Campaign

It is not enough to simply share a post to Facebook, many agents do this and claim to be actively marketing your home on Social Media.

We create adverts based on area, demographics, income and all the factors that are required to ensure that passive buyers (*those not currently looking*) will see your home in their feed.

Social Media Promotion

Along with our sponsored ad campaigns, we promote and cross-promote your property on many Social Media platforms.

This includes regular posts to generate and maintain interest, that will ensure that your home is kept in the eye of the public constantly.

Property launch

When we launch your property, we contact potential buyers from our database as well as from other sources with a direct mail to bring your property to their attention.

We have a database of buyers most likely to be interested in your property and we write to them directly.

Postcard Campaign

We create a bespoke A5 full colour postcard, that we send out to properties in your area that are for sale and may be interested in your home.

This is professionally produced and mailed directly, the beauty of a postcard is that once it falls on the doormat, it will be seen without opening, ensuring 100% exposure.

Facebook Live

Facebook live Virtual Open House is a very successful way to promote property, we normally promote the event for up to a week beforehand, for maximum exposure. We then tour your property live on Facebook, where people are able to see the property and ask questions in real time. This gives us the opportunity to demonstrate that there is lots of interest in your home, which always has a positive effect.

.....and much, much more! Find out more by contacting us today and we will be happy to give you further information or demonstrate our marketing products that contribute to our success.

SERVICE

PROFESSIONAL ACCOMPANIED VIEWINGS AND PRE-QUALIFICATION

All prospective buyers are accompanied on viewings by experienced, knowledgeable team members who are confident in promoting the benefits of your property and the local area. We financially qualify any interested party before passing an offer to you, to make sure that your time isn't wasted. In-house sales progression is carried out by our experienced team and we will be on hand to assist in every step of the way from the offer stage up until completion.

COMMUNICATION

The sale of your property can be a stressful experience so we will do all we can to mitigate that for you. The best way we find to achieve this is regular communication. To that end, we will call you at least once every two weeks and will come to see you, in person, every four weeks to review the strategy and make any changes we agree are required. The monthly marketing strategy review is a chance to revisit every element of our combined strategy and to see whether there is anything that can be improved upon.

OFFER HANDLING

We go to great lengths to ensure an offer is valid and that the potential purchaser is fully motivated before we put an offer forward to you. All serious offers will be discussed with you in person with all the appropriate research done prior. Not only will we do all we can to get the highest offer possible, but accepting an offer will be subject to conditions to ensure swift completion and your property will remain "For Sale" across all marketing channels until the buyer has proved commitment and instructed a solicitor.

BESPOKE MARKETING STRATEGY

At Trellocs Estate Agents, we don't just value property, we maximise the value of property. We do this through a three-pronged strategy focussed on maximising Presentation, maximising Exposure and offering the best Service.

We will present your property in the best possible way; we will expose it to the largest number of potential buyers and at the same time we will provide you with the best service to ensure you have the best possible experience. Everything that we discuss with you will be one or a combination of these three elements.

MARKETING OPTIONS

- 3D Virtual Tours
- Drone Videos
- Luxury Brochures
- Coffee Table Brochures
- Media Publications

These are available if required, but there is no obligation whatsoever.

ANTONY ANTONIOU - SALES DIRECTOR



Antony Antoniou MAPD, has been involved in property for over two decades, in developing, sales and rental. With an inherent love of property and a comprehensive knowledge of Northampton and the surrounding area, he is well placed to deal with all aspects of the sales process, from sourcing, valuing, marketing and sales progression.

Antony has a Master's in Professional Development, which reflects on his entire outlook. He constantly seeks to learn, improve and inspire in others.

With core skills in Social Media and Digital Marketing, a passion for attention to detail and customer service, he ensures that his clients will always receive the professional service that they would naturally expect from a luxury property expert. Antony is very active on Social Media and has a massive network, with over 18,000 connections on LinkedIn and over 7,000 followers on Twitter, he can generate all the exposure that is required.

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Trellocs Estate Agents take pride in offering first class Presentation, Exposure and service, but we do not ask for upfront contributions. We believe in offering our clients Professional Photography, Floor-Plans and targeted Social Media Marketing as part of our service. We also take the time to create a video tour of your property, so that potential buyers can see as much as possible before viewing in person, to ensure that only those who are genuinely interested will view your home.

We only ask for 1% commission, which is no more than you would pay on any high street, but we promise to offer you a bespoke personal service. The person you initially meet, will value your home, market it, conduct viewings, deal with offers, negotiate and be available to you anytime. We will not pass you from one person to another, there is a new way for sellers and we take pride in it.

If you would like advice about Buying, Selling, Investing or Developing please feel free to contact me directly

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