



## Vendors Marketing Guide

Selling properties the Wright way!

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Wrights Residential is a trading style of Wright Residential Lettings Ltd

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## About us

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**Established in 2006 Wrights Residential have gone from strength to strength. Our focus on giving an exceptional service for a fair price has enabled us to become one of the fastest growing Agencies in the area, offering the latest technology combined with strong local knowledge and a proactive approach. We believe that the personal service, exceptional photography and value for money that we offer enables us to stand out in the crowd.**

It is our firm belief that high quality photography and floor plans Sell Property! We produce exceptional photography, 2D floorplans and virtual tours for each of our properties, ensuring that they are shown to their full potential and stand out from the competition. Alongside this we offer a proactive, personal and professional service, actively working hard to find a buyer for your property as quickly as possible. We market all of our properties extensively and have a large database containing details of hundreds of potential buyers currently searching for properties. We are happy to accompany viewings 6 days a week and keep our Vendors updated with regular feedback and progress reports.

We are qualified in the Sale of Residential Properties with a Technical Award through the National Association of Estate Agents, and we are also members of the Property Ombudsman, which requires us to follow a strict code of practice.

We keep our fees Simple, Clear and Fair and offer a No Sale, No Fee strategy, with no hidden or upfront fees. Also, we do not tie Vendors in for lengthy periods. Instead, we work hard to ensure that you are happy with the high level of service that we provide.

We hope that you find this information pack helpful, please do not hesitate to contact us should you require any further advice or assistance.



## So why choose us?

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**We realise there are a number of local Agents and choosing the right one can be a difficult decision.**

**We have comprised a list of just a few of the reasons why we believe we stand out from the crowd:**

- We are an independent, service-focused company with more than 17 years experience in the local market.
- We offer a marketing strategy combining the latest technology combined with strong local knowledge and a proactive approach.
- We offer extremely good value for money and no upfront or hidden fees.
- We do not tie our vendors in for length periods, instead we work hard to ensure that they do not want to leave us.
- Our office is located in the centre of Trowbridge with large window displays and an extremely high footfall.
- We offer high quality photography, 2D floorplans and virtual tours as standard, showing your property to its full potential.
- We offer extensive online advertising including Rightmove, Zoopla, Primelocation and onthemarket.com.
- We have a huge database of local buyers waiting.
- We keep our Vendors up to date with feedback and regular progress reports right up to completion.
- We are member of the Property Ombudsman and follow a strict code of practice.
- We accompany viewings 6 days a week and offer appointments up until 8pm.



## Marketing your property

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## Extensive Internet Marketing

## 95% of all property searches in the UK are now done online!

Altogether, the top three property portals - Rightmove, Primelocation and Zoopla - entertain 16+ million user sessions per month. These figures serve to show how enormously popular online property searches have become. We advertise on these three website, plus many more!

We also receive a huge amount of local traffic through our own comprehensive website. Once a prospective buyer enters our website they are able to easily search through our available properties to find the perfect property for them. We offer details descriptions, room measurements, attached brochures, an unlimited number of high quality photographs, virtual tours, floor plans and EPCs. Buyers are able to arrange a viewing online, or to save the property to their personal list of favourites. Buyers are also able to register for email alerts every time a new property matching their requirements is added to our website.



## The wright way!

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### Quality brochures

We take a great deal of pride and care in creating eye catching brochures for all of our properties, which include an unlimited number of high quality photographs, detailed descriptions, room measurements, floor plans and maps. These impressive brochures will help to show off your property to its full potential and entice potential buyers to view, whilst also helping to avoid wasting your time by carrying out viewings with Buyers to which your property would not be suited. They are available to download online and we also keep a stock of brochures ready in our office for all walk in enquiries.

### Database

Once you have instructed us to market your property for sale brochures are immediately emailed to all matching buyers on our database. We also follow this up with a telephone call in order to introduce your property to the market. We also operate a traditional mailing list to those applicants that prefer this option.

### 360 Virtual Tours

We now offer 360 virtual tours on all of our listings, allowing buyers to virtually explore a property from the comfort of their own homes. Creating a dynamic and engaging experience, a virtual tour will also maximise the number of viewings you can get online by reaching out-of-area buyers.

### Window cards

Situated next to Costa Coffee on Fore Street our office is in a prime retail position within the town centre. We advertise our available properties on full colour illuminated A3 window cards in the large display windows of our office. Your property will therefore be displayed to a large number of potential clients on a daily basis.

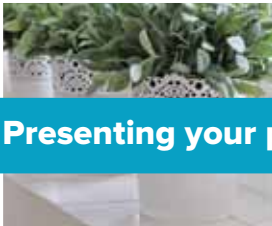


## Exceptional photography

**With over 95% of all property searches now done online, it is our firm belief that high quality photography and floor plans sell property!**

We offer exceptional photography as standard, and our in house photographer has the equipment and skills to ensure that your property stands-out from the crowd. In order for a property to achieve its full market value it is essential that it should be presented in the best possible light.

Whether it is due to the pictures simply attracting more people, which can then create some healthy competition, or because the first impression people had of a home was an excellent one, the fact remains that pictures will help a home stand-out and command a higher price.



## Presenting your property

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## Attention to detail

**In our experience a well presented property can significantly enhance the appeal to potential buyers. We are always happy to give specific advice on this matter during valuations, however, here are some helpful tips that you may find useful:**

### First impressions

Stand in the street outside your property and try to imagine seeing it for the first time. Most Buyers will see your property for the first time from that same vantage point as they drive or walk past. At this point they often make a decision whether or not to view. If Buyers see a fence that needs painting, an untidy garden or dirty windows, it is likely that their interest will be lessened.

### Creating space

It is very important to make each room appear as spacious as possible. It may be necessary to store some furniture with a friend, a self-storage company or in the garage to 'open-up' rooms and hallways. Opening the curtains and blinds to allow as much natural light as possible will brighten up the property and again help accentuate the feeling of spaciousness. Similarly, trees and shrubs which shade windows may need to be pruned to increase natural light.

### Interior decor

It is rarely worth spending large sums on your interior, but do make sure to undertake any small repairs required. Keeping up to date with the smaller jobs shows you have cared for the property.

If redecorating needs to be done, select light and neutral decor. The chosen colours may not necessarily be to your own taste, but they will appeal to the broadest range of purchasers.





**Atmosphere & ambiance**



## Creative ideas

**Ask any Buyer why they bought a particular property and they'll probably give you a lot of very practical reasons such as position, style and price. But never underestimate the power of emotion. "It just felt right."**

**A few ideas that can create that special atmosphere during inspections include:**

- Vases of fresh flowers
- A cosy open fire in Winter
- Wash and store dishes
- Clean work surfaces
- Make up beds
- Open curtains and blinds
- Turn on lights in dark rooms or passage ways
- Put toys away
- Neutralise cooking and pet odours and replace them with the aroma of coffee brewing or a freshly baked cake


### Further tips

- Weed and cultivate the garden beds
- Add a splash of colourful flowers to the garden
- Remove rubbish
- Repair and paint where necessary
- Ensure fences are in good order
- Clean walls, floors and windows
- Clean dust and cobwebs from the exterior
- Steam clean carpets (if necessary)
- Repair items such as dripping taps, sticking doors and drawers
- Remove all unnecessary articles from cupboards. It has to be done eventually. Better to do it now and display the full value of your storage
- Create an entrance or decorate a dull garden with pot plants and garden furniture that can be taken with you

### Energy Efficiency Rating

	Current	Potential
Very energy efficient - lower running costs		
(92 to 100) <b>A</b>		
(81 to 91) <b>B</b>		
(69 to 80) <b>C</b>		
(55 to 68) <b>D</b>		
(39 to 54) <b>E</b>		
(21 to 38)		
(1 to 20)		
Not energy efficient - higher running costs		
<b>England &amp; Wales</b>	<b>69</b>	<b>71</b>

### Environmental Impact Rating

	Current	Potential
Very environmentally friendly - lower CO <sub>2</sub> emissions		
(92 to 100) <b>A</b>		
(81 to 91) <b>B</b>		
(69 to 80) <b>C</b>		
(55 to 68) <b>D</b>		
(39 to 54) <b>E</b>		
(21 to 38) <b>F</b>		
(1 to 20) <b>G</b>		
Environmentally friendly - higher CO <sub>2</sub> emissions		
<b>England &amp; Wales</b>	<b>71</b>	<b>74</b>
	EU Directive 2002/91/EC 	



### EPC's & Solicitors

It is a legal requirement that all properties advertised for sale or to let should have a valid Energy Performance Certificate (EPC), this records how energy efficient a property is as a building and provides A-G ratings. This has to be prepared by an accredited assessor and the rating must be displayed on all marketing materials. An EPC is valid for 10 years.

An EPC is always accompanied by a recommendation report that lists cost effective and other measures (such as low and zero carbon generating systems) to improve the energy rating. A rating is also given showing what could be achieved if all the recommendations were implemented.

#### Solicitors & Conveyancing

Once an offer has been accepted on your property you will need to choose a solicitor or conveyancer. We are proud to have formed an association with Bishop Longbotham & Bagnall (BLB) in Trowbridge and we can highly recommend their services. The property team at BLB specialise in residential conveyancing. Working as quickly as possible, they provide an efficient, thorough and friendly service, on a 'NO EXCHANGE, NO FEE' basis.



Once solicitors have been instructed we will liaise between all parties in order to ensure as little hassle for yourself as possible. We will be in touch on a regular basis until the moment of completion, endeavouring to keep all parties up to date with relevant information in order to ensure that the process runs as quickly and smoothly as possible.



## Mortgages

# Gem Mortgages

Through our in house mortgage broker Gem Mortgages we are delighted to be able to offer FEE FREE mortgage, protection and insurance services to all of our clients. Buying a new home can be very exciting but also very daunting. Gem mortgages will be there to offer a friendly face, helping you through every step of the process. Whether you are a first time buyer, re-mortgaging, or buying your next home, Gem Mortgages can offer you expert and impartial mortgage advice, cutting through all of the jargon and searching thousands of products to find you the mortgage that best suits your circumstances.

### First time buyer

Buying your first home can be exciting but very daunting, Gem Mortgages will be the friendly face helping you through each step of the process.

### Remortgage

In some cases, homeowners can save hundreds of pounds a year by moving their mortgage to a more attractive rate with a different lender. Re-mortgaging can also work if your property has increased in value and you want to free up some cash from the equity tied up in your home.

### Moving home

Choosing the right sort of mortgage to meet your needs and circumstances can seem a bit overwhelming, with many different types to choose from. I will be able to help you by explaining what's on offer, what the key features are, and what type of mortgage best meets your individual circumstances.

### Buy To Let

Rising property values and a booming lettings market has meant that many lenders have developed mortgage deals tailored to the needs of would-be landlords. For investors seeking rental yield or capital growth, property has proved a good investment at a time when returns on other types of asset have been comparatively low.

### Insurance

Most of us are aware that there are policies available that provide life insurance, protect us in the event of a critical illness, pay out if we had an accident and were unable to work, and can protect our home and possessions. However, with so many different types of policy available in the market place it can be hard to know which one is right for your circumstances and offers the best value for money. However, putting off the decision to take out cover could jeopardise your family's financial future should the worst happen.

To arrange a completely free consultation with Gem Mortgages, either over the phone, in our office or in your own home, please call us on **01225 755553** or email [gemma@gemmortgages.co.uk](mailto:gemma@gemmortgages.co.uk).



## Calculating stamp duty

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# What is stamp duty?

**Stamp duty land tax (or Land and Buildings Transaction Tax in Scotland) is a lump-sum tax that anyone buying a property or land costing more than a set amount has to pay.**

**The rate you'll pay the tax at varies based on the price of the property and the type (we'll focus on residential buildings, rather than commercial).**

### What rate will I have to pay?

As the price you pay for a new property increases, so do the rates of stamp duty. You pay a percentage of the cost, and the rate payable leaps up at a set of thresholds - but, you only pay the proportion of the purchase price that's actually above the thresholds at the higher rate.

PURCHASE PRICE	STANDARD RATE
Up to £250,000	0%
£250,001 to £925,000	5%
£925,001 to £1.5 million	10%
£1.5 million +	12%

Correct from 23rd September 2022

### The rates are different for first-time buyers

First-time buyers do not currently pay any stamp duty on the first £425,000, providing that the value of the property purchase is no more than £625,000.

### How do I pay stamp duty?

The crucial thing to know is that, wherever in the UK you're buying, you have 30 days from the date of completion/date of entry (when all the contracts are signed and dated and you get keys - read our Buying a Home guide for full timeline) to pay stamp duty or transaction tax. Take longer and you could face a fine and possibly interest on top, so don't! In reality, your solicitor will probably sort this out and push you to pay the bill straight away - in fact, most tend to want their cash before completing the property purchase for you, just in case you then can't or don't pay them. However, it's legally your responsibility to ensure your stamp duty/transaction tax is paid.

### Higher rates for additional properties

You'll usually have to pay 3% on top of the standard stamp duty rates if buying a new residential property means you'll own more than one.

You will not pay the additional 3% if the property you are buying is replacing your main residence and that has already been sold. However, if you have not sold your main residence on the day you complete on your new purchase you will have to pay the higher rates. This is because you own 2 properties. You can then apply for a refund of the additional 3% if you sell your main home within 36 months.



## Testimonials

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# Happy customers

Here are some testimonials from a few of our many happy customers!

Please also have a look at our reviews on Google and Facebook.

"We would like to thank Wrights Residential for all that you have done, from that brilliant brochure, taking viewings around and promoting the property so well and dealing with the buyers and solicitors – you have been brilliant, but not just brilliant – professional, friendly, supportive and have made what is a stressful time so much easier! We would recommend Wrights highly!"

**Mr and Mrs George**

"I have found Adam and the team at Wrights Residential to be very professional and organised in their approach to all looking to buy or sell. It's not surprise they are celebrating their 10th birthday, and with their continued level of understanding and communication in the local market, I expect them to enjoy another ten."

**Mr G Davies**

"Thank you to everyone at Wrights for a fantastic level of service when selling our house. Excellent advice and guidance from the outset, always on hand to answer any queries, professional and worked hard to enable us to meet our timescales. Our best experience with an estate agent by far!"

**Miss S Jesmond**

"On behalf of myself and my wife we would like to say a huge thank you for all your help and support with selling our home. The service you provide is impeccable and the professionalism has been outstanding. I do believe the way you marketed the house, dealt with potential buyers and the advice you gave ensured we obtained the best price and in the most painless way. Even after an offer had been accepted there were unforeseen issues which you helped resolve through your experience and responsiveness, going above and beyond what was expected."

**Mr G Stone**

"I have sold a number of houses in my life and, without doubt, the sale with Wrights Residential was the most pain-free I have experienced. They arranged and conducted lots of viewings, provided feedback on every single one, and once a buyer had been found (within weeks), continued to keep in touch with useful prompts and information. As a result, I sold and moved out of my house within 3 months. Done and dusted. Exactly what I needed. Thanks guys. would recommend you to anyone."

**Mrs S Parsonage**



## Lettings & management

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**Call Wrights Residential today and we will give you all the information that you need to know about letting your property, from our management packages and fees, to the important legal regulations that you must be aware of.**

At Wrights Residential we specialise in all aspects of Residential Lettings and Management. We believe that fantastic service is the key to success, and we offer both Landlords and Tenants the treatment that they really deserve.

We are a local company, and enjoy offering our clients a professional yet personal service. We are members of ARLA Propertymark, the UK's foremost professional body for letting agents as well as The Property Ombudsman.

We manage properties of all sizes and descriptions, covering a wide area within Wiltshire, Bath and Somerset. Our office is well situated in Trowbridge for easy access to all surrounding areas and we are open six days a week. We offer evening and weekend appointments to ensure that we keep our prospective tenants happy as well. We also operate an out of hours emergency number.

We offer a range of services for Landlords, from tenant introduction to full management. Our fees are also extremely competitive and transparent, as with our sales fees we do not charge any upfront or hidden fees and we offer a No-Let No-Fee service.



## Company Information

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Thank you for taking the time to read our Vendor's Marketing Guide. We very much look forward to working with you. Should have any questions at all please do get in touch by phone or email, or pop in to our office for a chat

### Wrights Residential

24 Fore Street, Trowbridge, Wiltshire BA14 8ER

### Telephone

01225 755553

### Email

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### Website

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