



# selling your property – the key to success

**Your house is only new to the market once.**

**Get it right first time with hollismorgan.**

From years of experience we know that the key to successful selling is to create a momentum based on the following:- a professionally considered asking price, powerful marketing and gentle but skillful and effective negotiations to close a sale.

## the valuation

It is no longer good enough to base a valuation on "what the house next door sold for". We will supply you with a detailed history of asking prices and Land Registry prices in your area and demonstrate a comparison between your property and others. Add to this our knowledge of individual homes and our awareness of the marketplace we are able to provide you with the accurate valuation to commence the marketing campaign.

## the marketing campaign

We will visit your property to prepare detailed particulars focusing on any changes and improvements you have made coupled with helpful local information. We will take a range of digital photographs and encourage your involvement in choosing the best shots. We will also prepare professional floor plans and arrange for a local energy assessor to calculate your Energy Performance Certificate.

In order to achieve the best possible price for your property it is essential that the widest possible target market is reached. At **hollismorgan** we have several methods of communicating with the market; our website and e-mails, Press advertisements, promotional events and face to face at our Clifton Office.

The Internet is the first port of call for today's house hunter.

We will list your property on our stylish new website [www.hollismorgan.co.uk](http://www.hollismorgan.co.uk) alongside a premium listing with the UK's number one property website [www.rightmove.co.uk](http://www.rightmove.co.uk) and others including [www.essentialinformationgroup.co.uk](http://www.essentialinformationgroup.co.uk).

Bristol's Property Live and the Western Daily Press has a weekly property section which generates a great deal of interest alongside other local publications such as Clifton Life and the Bath Chronicle.

contact Andrew Morgan or Oliver Hollis on 0117 9736565  
for a free, no-obligation valuation.

## closing the sale

We pride ourselves on good communications and building an excellent relationship with our clients. A good property will generally sell itself but our skill is required to achieve the very best possible price and encourage buyers to a prompt exchange of contracts. We insist on credit checking all would-be purchasers prior to agreeing a sale and will assist your buyer to complete surveys and mortgage valuations as quickly as possible whilst staying in regular contact with both parties' solicitors. This should ensure any legal enquiries are settled promptly whilst any difficulties are dealt with firmly and decisively in the best interest of our client.

## about hollis morgan

**hollismorgan** is regularly involved in local events such as the 'Opera Picnic' and 'Burns Night' and fund raising charity auctions for organisations such as 'Help for Heroes' as well as numerous independent events – we keep our ear to ground and meet would-be buyers and sellers before other agents, passing the benefits on to our clients.

We appreciate that despite modern technology, clients and purchasers still like to meet their agent in attractive and friendly surroundings. We have therefore chosen a Georgian building adjacent to the Clifton Club in one of the most picturesque locations in Bristol where shoppers, tourists and locals mingle and enjoy the relaxed 'Chelsea' style ambience of Clifton Village. Our street presence is streamlined and modern with the latest technology whilst our first floor room, with dramatic high ceilings, will provide a traditional setting for private meetings.