

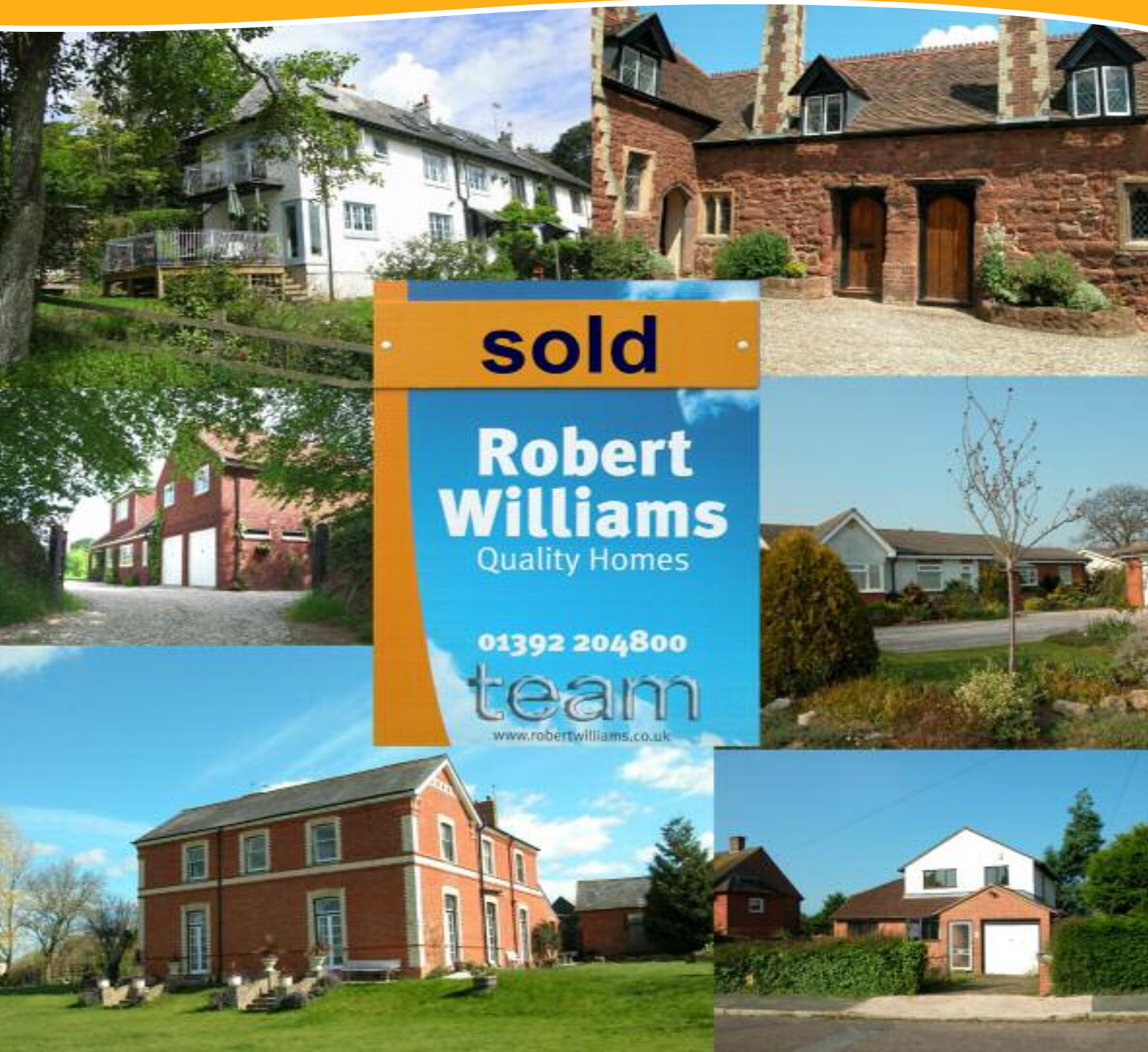
RobertWilliams.co.uk

Quality Homes

01392 204800

sales@robertwilliams.co.uk

lettings@robertwilliams.co.uk



sold

**Robert
Williams**
Quality Homes

01392 204800

team

www.robertwilliams.co.uk

At **Robert Williams**, we strive to provide the very best in independent estate agency, linked with the massive marketing that the **TEAM** group can offer which, when combined with excellent internet newspaper and magazine advertising, provides one of the best marketing packages available to sellers and landlords today.

Find our properties listed on: www.rightmove.co.uk
www.findaproperty.com
www.globrix.com

team

Robert Williams Estate Agents have been successfully selling and letting property for over ten years from our base in Southernhay, Exeter. The independent agency, started by Robert Williams after several years as a director of a national estate agency, was created to offer a more professional and knowledgeable service to both vendors and purchasers than was available from the larger firms at the time.

Headed by Chartered Surveyor Robert & business partner Steve Alford, our small, professional team pride themselves in being able to offer an individual service that takes advantage of the positive attributes of an independent agency and combines it with the unrivalled marketing benefits of the TEAM network.

When **Buying** through **Robert Williams Estate Agents** prospective purchasers are offered the chance, not only to browse through and arrange to view properties from the company's own portfolio, but also any other properties on with any TEAM agent in the country, saving much time and effort.

This concept of computer-based 'Multi-Listing' also provides unrivalled benefits to vendors and landlords when **Selling** or **Letting**, as your property is made available for all TEAM agents to offer (there are over 25 within a 25 miles radius of Exeter), thus giving it a much wider audience than the majority of other agents.

All contact with you however, only comes from **Robert Williams Estate Agents**, ensuring the continuity and service that would be expected. In addition, your property will be featured on several of the country's leading property web sites, our new site robertwilliams.co.uk being at their forefront.

Marketing profile

Situated in Southernhay, in the heart of Exeter City, the Robert Williams office is very accessible and always

offers a warm and friendly welcome. In addition to normal agency, the Southernhay area of Exeter is particularly well known as the first stop for buyers searching for country and village property right across Devon.

Sales Particulars

It is absolutely vital that any potential purchasers see your property in the best light possible upon their first look. The age old adage 'first impressions count' should be rigidly adhered to, and the brochure must do the most it can to entice viewers over the threshold.

Therefore, all properties will be professionally presented with a high quality, colour brochure, which can include several photographs. These can include pictures of any interesting rooms or features along with shots of the gardens or views, where appropriate.

If required, we are also able to offer a full complement of different types of brochure, ranging from quality card A4 and A3 designs to fully litho printed and laminated multi-page documents, at very competitive rates.

Home Information Packs

Since December the 14th 2007 it has been law that all residential property has to have a valid Home Information Pack, to enable it to be marketed. We have formed close links with an excellent local company, who provide packs for property throughout Devon. We can, in turn, offer our clients a HIP directly and quickly from this supplier. This is usually in the region of £349 plus VAT and can be paid for up front or deferred if required (at a small extra cost). Whilst the merits of the HIP itself can still be debated, the fact that they are now affordable, easy and quick to produce ensures that they should not affect or delay a sale at all.



Advertising

As the coverage given to a property often forms the backbone of the sale we take the utmost care in selecting the forms of advertising we use. To comprehensively cover the local market we advertise regularly in the Express and Echo's pull-out property supplement.

For additional local coverage and excellent regional coverage we also advertise in the Western Morning News. This has always proved to be an excellent publication, as it carries a longstanding reputation for quality and, as the pull-out property supplement is printed on a Saturday, tends to get distributed far afield by out of county weekend house hunters.

The Internet

In addition to our own heavily advertised and 'state of the art' web site robertwilliams.co.uk, and with the massive marketing support of the **TEAM** network we are able to offer free of charge, inclusion in many of the country's best property internet sites, including :

findaproperty.com This site is backed by a huge countrywide network of local and regional newspapers, including the Western Morning News and Express and Echo locally. This means that it benefits from a huge amount of advertising and brand awareness. Not surprisingly it is usually ranked second only to rightmove in the number of people who visit it.

primelocation.com In our experience, this extremely well known site is simply the best for more individual and distinctive properties and it is, in our opinion absolutely essential to a successful sale if you have something a little special.

globrix.com Another website that is owned by a newspaper giant, this time the News International group that also owns the Times and Telegraph amongst others. Again this site benefits from massive coverage and is an extremely useful tool to have at your disposal.

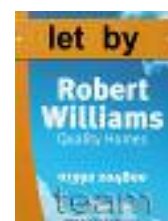
teamprop.co.uk 'teamprop' is a flexible and easy to use database, which can be searched by area and price range. The site always contains thousands of properties from all of the country's 400 or so computer linked TEAM offices, many of which are market leaders in their respective areas.

Our mailing list

We manage an active mailing list of around 600 buyers looking for property of all price ranges and types within our area. When your home comes onto our books, it is cross referenced with our mailing list to ensure that details go straight out to people whose specification it matches. Our list is regularly checked and our applicants contacted to ensure that they are both serious and of a high calibre.

The extra mile

In addition to these services we will always make the effort not to forget the fundamental, often more time consuming and sometimes overlooked elements of marketing. Upon production of sales particulars we will search our large database of active purchasers and contact them with details. In addition to this we will also take the time to write and submit an individual property editorial to the publications we advertise in. These editorials can provide excellent extra coverage, as they are often printed and have more impact than single adverts.



Viewing arrangements and feedback

When we are instructed, all sales staff will take the time to study your property. This will ensure that anyone calling the office for information will be able to speak with someone with a real working knowledge of your home. Where possible, we are also happy to undertake the viewings for you, if required.

After the viewing has taken place we will endeavour to contact the viewers to extract some feedback or, preferably an offer! Feedback is a very important gauge as to how prospective purchasers feel about your property and can sometimes give helpful pointers for improving marketing or presentation. This feedback will be relayed to you along with marketing updates throughout the sale period

Getting the 'Sale Agreed'

Once we have received an offer, we will endeavour to provide accurate information on factors such as the purchaser's status and ability to proceed, to allow you to make an informed decision. Once a sale is agreed, unlike many other agents, we will continue to take the utmost care in ensuring it proceeds to exchange of contracts. By taking this very hands on approach to managing our sales, we have in the past avoided many problems and speeded up many sales simply due to being proactive.

Exchange and completion

Once contracts have been exchanged, we continue to help and are able to provide sellers and buyers with many additional free services, from the provision of

letter templates for changing utilities and informing friends and family, to a keyholder service in case of lock-outs and emergencies in the future.

The complete service

We very much hope that we have demonstrated that we strive tirelessly to provide the very best service that we are able, whether you are selling, buying or letting.

Over the last ten years we have built up a wonderful base of clients and friends that have used our services on numerous occasions (often recommending us to their own friends and families), many of whom call in for coffee when they pass by or call upon us for a little informal advice on property matters.

We hope that you too will be able to let us assist in selling, buying or renting your home and we would be delighted to discuss any questions or queries you have about the process as a whole or any elements of it.

Contacts

For residential sales, Stephen can be contacted directly on 01392 207865 or 07730 512532

For residential lettings and surveying (including asset, CGT and probate valuation, plus expert witness work), Robert can be contacted directly on 01392 207867 or 07970 797759



We believe that we offer one of the best agency services available, but are always especially pleased when our customers feel the same way too :

Robert Williams

From: "MARK S [REDACTED]@hotmail.co.uk"
To: <sales@robertwilliams.co.uk>
Sent: 18 February 2008 08:16
Subject: A HUGE THANK YOU

HI THERE

Many apologies for the delay of this email. we cannot thank all of you enough for all your help with the sale of heron cottage, Ashcombe. the service was impeccable from start to finish despite all the hiccups. we have never had such good service from an estate agent before and i honestly could not criticize any aspect. steve was excellent and great to be able to contact him on mobile at any time.

many thanks again. if you ever want to use us a reference then i would be delighted to do it.

great great team...keep up the good work

mark and sue [REDACTED]



Stephen Alford
Robert Williams Estate Agents
2 Southernhay West
EXETER
EX1 1JG

Dear Stephen

Re: Sale of 365 Topsham Road

Now that the purchase of our house in [REDACTED] has gone through and we are sitting amidst boxes, toys and a Christmas tree(!), I wanted to write to thank you for the tremendous amount of hard work you put in to ensure the smooth sale of our house in Topsham Road.

Both David and I have been extremely impressed not only by the professional service offered by everyone at Robert Williams, but also by your own personal attention to us the customers.

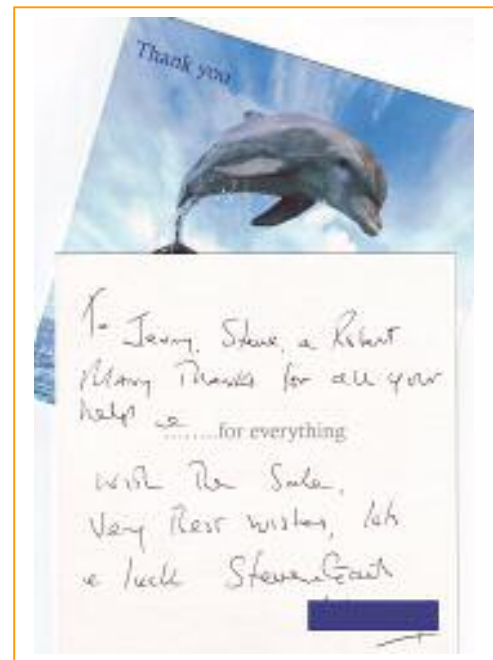
When we first spoke last year about the possibility of selling our house, I remember you saying that you would do your very best for us. Throughout the process you have lived up to our expectations, if not exceeded them.

As you are probably aware, our purchase was not as smooth in the execution which only goes to emphasise the level of service you are providing.

Please pass on our best wishes to everyone for Christmas and the New Year.

Yours sincerely

Nicola
Nicola [REDACTED]



Robert Williams

From: "Denise [REDACTED]"
To: "Robert Williams" <robertwilliamsdr@tiscali.co.uk>
Sent: 12 March 2007 08:12
Subject: Thank you from Heather Cottage

Hi Steve,

We just wanted to say thank you for all of your hard work with selling Channel View. I now it came close to not going through a few times, but at last. Thank you again.

My Mum is now settling in to her new house (even though she still doesn't have a kitchen) and seems very happy, which is the main thing.

We only just managed to do all of the moving in time, with 15 minutes to spare! The place was still warm when they moved in!

We couldn't have done it in any less time. We did clear the fish pond with 6 people, in 4 hours and 230 fish!

Once again, thank you Steve for all of your hard work. I am sure it was the right decision for my Mum even though it was a difficult one.

Regards,

Denise, Richard and Mary.

Why trust Robert Williams to sell your home?

We will always strive to give you the best service possible.

If you need advice, there will always be a knowledgeable, experienced person at hand.

We will always present your property with enthusiasm and professionalism.

We buy houses too, and will always treat you and your property sale or let in the way we would hope to be treated ourselves.

Our service also includes :

Free – Honest valuation and marketing advice with follow-up market appraisal report

Free – Full colour property sales particulars

Free – Marketing through local and regional TEAM offices (over 25 offices within a 25 mile radius of Exeter)

Free – Local/Regional advertising available in the Express and Echo, Western Morning News and Devon Today, if applicable

Free – Internet marketing, 24 hours a day, 7 days a week on rightmove, findaproperty, globrix, teamprop and robertwilliams.co.uk

Free – Accompanied viewings, if required

A selection of properties that we have sold in Devon

