

PATRICK OLIVER



01424 390 100
patrick-oliver.co.uk

**Specialising in Residential Lettings,
Property Management and Sales
in St Leonards on Sea,
Hastings and Rye.**

**Local, Qualified and Experienced
Friendly Property Professionals
Open 7 Days a Week**



YOUR COASTAL PROPERTY IN SAFE HANDS

We believe that sellers would like to benefit greatly from reassurance and simplicity when it comes to selling.

We deliver the highest level of service expected from local Estate Agents, without the added expense of a physical office.

Gemma Patrick manages the business online and has the help of two dedicated Freelance ladies:
Karen Standing, our Sales and Lettings Manager
and Paula Chinnery, our Property Consultant
Both who are flexible to meet you **any time** at your property.

*

Please contact Gemma Patrick any time:

Office - 01424 390100 or Mobile - 07398 578513

Email - gpatrick@patrick-oliver.co.uk

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5* Customer Google Business Reviews

Nigel W - Sold his 1 bed Flat - Gemma recently helped with the sale of my flat, she managed to find a buyer, in just a couple of weeks and even though the process took a little longer than anticipated, Gemma made sure I was regularly updated, great service!

Charles B - Such a friendly and professional company with a totally different approach and integrity. A real pleasure to buy, then rent out our property via Gemma. I think that you really should only go to them anytime to sell or rent.

Martin C - I used Gemma and her agency to sell my house in St Leonards. She is fantastic! She ran around doing everything for me and kept me informed regularly. Her efforts were rewarded with very happy new home owners. I can't thank her enough for saving me so much in time and commission if I'd gone elsewhere. An all round brilliant Estate Agent!

Time to move?



Here's why you should use a Zoopla agent

It's your most-prized asset, so you want your home to be in the best possible hands when it's time to sell.

Here's just some of the reasons to choose a Zoopla agent when you're ready to put that board up.



A big brand with big buyers

94% of the UK's buyers and sellers know about Zoopla.

And with 2.3m visitors who only househunt on Zoopla each month, you're getting your home in front of buyers you can't reach elsewhere.



Smarter selling

Zoopla are pretty much the property market geeks. They're the leading provider of market research and insight to the industry.

And all that knowledge is freely available to Zoopla agents. So what they don't know about buyer behaviour – and selling your home – isn't worth knowing.



Hunting out homehunters

Zoopla targets buyers on and off-site. That means that even when buyers aren't on Zoopla, they're being warmed up to respond to your listing.

1.3 million homehunters are registered for Zoopla property alerts – and it's growing all the time with an uplift in 14% of users since April '21.



A property marketing machine

There's tons of tools and advice that Zoopla agents have access to.

Whether that's add-ons like Premium Listings and Weekly Featured Property, or advice from our customer success team, a Zoopla agent has everything they need to make your home fly off the shelf.





**Thousands of new
properties every month,
24 hours or more before
Rightmove or Zoopla.**

**Don't want to miss out? It's simple.
Just set up a property alert today.**



Verify at www.onthemarket.com/only-with-us/. Agents specify exclusivity

OUR SOLD PROPERTIES



2 BEDROOM FLAT – EVERSFIELD PLACE



1 BEDROOM FLAT – MAGDALEN ROAD



3 BEDROOM HOUSE – ALL SAINTS ST



6 BEDROOM HOUSE – ST HELEN'S PARK



3 BEDROOM HOUSE – DORSET PLACE



2 BEDROOM FLAT - MARINA

VENDOR GUIDE TO SELLING AND BUYING

Your local online agent providing the high street approach while saving you money and delivering unrivaled customer service.

Who Are We?

We are a dedicated and prestigious online Property Consultancy based in St Leonards on Sea, East Sussex. With our mobile office, flexible hours, and local inside knowledge, we cover East Sussex and Kent.

Our company has proud memberships with the industry recognised Sales and Lettings **Propertymark**: *National Association of Estate Agents and Association of Residential Lettings Agents*. With our continued professional development in property legislation, Patrick Oliver provides consistent legislative knowledge and Estate Agency best practice.

Patrick Oliver is owned and run by Gemma Patrick, who has over 10 years' country homes and quality property experience from Essex, London, Sussex and Kent. With a bachelor's degree in the Social Sciences from The University of Edinburgh and Gemma's proactive and committed approach to property, we guarantee Patrick Oliver delivers a premium service as your local Estate Agent.

Our team consists of a select group of experienced Property Professionals, who know the local area and understand the importance of working in partnership with vendors, buyers, brokers, solicitors, surveyors, and other agents, thus ensuring a smooth and reliable selling process.

How Much Do We Cost?

The average house sale costs at least 1% + VAT of your home value. We can save you over 50% of the average fee on your sale with a low cost fixed fee of 0.75%, VAT free. For properties, with sale prices agreed from £150,000 we have a commission bonus of £250 or £500, should we achieve within £10,000 -15,000 of the online asking price. Please see the table below which is designed to give you an overview of our fees, compared to the average high street agent.

Save on Your Fees with Us

Sale Price	0.75% VAT Free £GBP	High Street 1% + VAT £GBP
£0 - £150,000 *	£950 - 1125	£1800
£150,000 - £400,000 + £250 within £10,000	£1125 - 3250	£1800 - 4800
£401,000 - £600,000 + £500 within £15,000	£3007.50 - 5000	£4800 - 7200
£601,000 - £925,000 + £500 within £15,000	£4507.50 - 7437.50	£7200 - 11,100
£925,000 - £1,500,000 + £500 within £15,000	£6937.50 - 11,750	£11,100 - 18,000
£1,501,000 + + £500 within £15,000	£11,257.50 +	18,000 +

*Minimum Fee applies of £950

How Do We Work?

We keep our costs low and pass these savings onto your-self. We do not charge upfront for our professional photography or floor plans. We have the creative ability to take the best photographs of your property. We also pick our photo shoot date carefully as we like to have the sun and most of the natural light. We also ask you to present your property in its most optimum condition and consider some home staging such as, a clean and tidy property, fresh flowers and a welcoming layout of furniture.

Without a high street office, we are more flexible to take your calls and meet you at your property. We also are happy to meet you locally for a coffee or at a quieter venue, like a nearby hotel. The options to contact us include our office number, mobile number, email, WhatsApp, Facetime, or Skype. Whichever form of communication suits you, we will always stay in touch.

Marketing

Today nearly all searches are done on mobile phones, followed by tablets and lastly the desktop computer. Long gone are the days of spending months visiting all the agents in each town, collecting brochures. Even print advertising has a limited life span. 21st century buyers want to look in the comfort of homes and in their free time see quality photographs and accurate descriptions of their potential purchase.

On the Market, and Zoopla, the UK's leading property portals, attract over 180 million visitors each month and have extensive marketing campaigns to bring in more viewers. They are buyer orientated and provide average running costs, local area detailed information, mortgage help, contractor searches and USwitch, to assist with moving.

Our own website www.patrick-oliver.co.uk, has received excellent feedback for its quality branding and eye-catching photographs of the types of properties we work with, in the surrounding area. We confidently advertise your property through our website, knowing that it has a wide-reaching audience due to its excellent Google search features.

Furthermore, our team has advanced IT skills including usage of social media. This ensures your property reaches a large pool of buyers who regularly use and communicate through Facebook, Instagram, and Google, to find their property, and share the information with their friends and family.

Our intuitive sales team helps to find new buyers in the market by networking, advertising, and contacting registered applicants. We have a database of waiting buyers looking for a variety of properties and when we have new enquiries, we think outside the box to help them look at the alternatives which are available.

Brochures

Our property software produces quality brochures, offering a range of designs from a 2 page portrait layout through to an 8 page detailed brochure, with A4 photographs. We know that the key to attracting buyers is showing them large professional photographs, writing an articulate description, and to have clear floor plans. We provide all these free upfront as they are inclusive of the completed sale result.

Photography

Our team are experienced photographers who have a natural ability to seek the best light and angles. The photographs are one of main selling points for online buyers, so we ensure many are taken to choose a selection and rotate them to keep it fresh. We use a professional camera with a wide-angle lens and additional large flash. Where necessary we can use the skills of Dr Photo (www.dr-photo.co.uk) to improve digital photographs such as removing washing lines or blurring unnecessary lines of vision.

Should you wish to hire a professional photographer, we can instruct an independent photographer on your behalf. They will have additional lighting and the latest professional camera with extendable and wide lens. The starting cost is usually from £150.00 + VAT. Please ask for more details.

We could arrange for aerial photography for your property. These give an impressive overview of your boundary and also show the roof and garden. Buyers will benefit from seeing the neighboring properties too. Please let us know if you would like more information.

For country homes and large properties, you may like to consider using a 3D virtual brochure with dolls house overview. It gives a stunning impression of your home and will give buyers the opportunity to see the house before and after a viewing to give a detailed review. This is new to the UK since May 2016, but its cost is still relatively high, starting from £300.00.

Boards

Boards are an excellent way to find opportunist buyers who are out in the area visiting friends or family, and new to the area but considering relocating. It also helps those buyers who have limited time but instantly like the look of your house, which they notice thanks to the board's presence. It also helps those who have booked in a viewing or doing a drive by, to easily spot your home.

We thoroughly recommend a board for various reasons and our Company's stylish design means that they complement your house and stand out with a quality look. They can go up for the first week or month and may be removed if you prefer not to have your home advertised to people passing by, for an indefinite long period. Whether you choose to have one or not, we would kindly request that an Under Offer board could be erected once we have achieved the result of Sold, Subject to Contract.

Viewings

We endeavour to attend all viewings and ensure prospective purchasers know where they are going and have all the information they require prior to the viewing. We then introduce ourselves, enquire about their needs, likes and dislikes, advise about the area and the property, and handle any objections.

VENDOR GUIDE TO SELLING AND BUYING cont...

We follow up the viewing with feedback and to potentially book in a second viewing. We then handle any offers and close the deal subject to your approval, and sell subject to contract. Our sales progression team will send out the memorandum of sales to all parties and their solicitors, providing you with updates until the completion.

Mortgage Brokers

We work closely with several marketing leading mortgage providers and independent brokers, who will offer you superb free and no obligation advice. Please contact them for more information and

they can refer you to specialist mortgage and insurance brokers to let you choose which company will best suit your needs.

We Highly Recommend:

Gema Fernandez-Davidson

info@havenmortgagesolutions.co.uk

07943 673651

www.havenmortgagesolutions.co.uk

Solicitors

We can recommend contacting some excellent local solicitors for a quote as soon as you market your property:

Funnell and Perring, Hastings

Emin Read, Battle (Emma Saxby is very good)

Surveyors

We recommend the following RICS surveyors:

Alex Roxburgh

Meridian Surveyors

Removal Companies

<http://www.sussexremovals.com>

<http://www.bishopsmove.com/west-sussex-removals-and-storage/>

<http://www.pickfords.co.uk/removals-and-storage-east-sussex>

<http://www.goodfellowsremovals.co.uk>

Top tips for selling your home

Your checklist to get you sold so quickly, it'll hardly even be worth putting the board up



Get the decor right

That bright yellow sofa might have screamed at you in the shop, but it could scare off would-be buyers.

Keeping things neutral and spacious helps buyers see the potential of your place – so stick to beiges and creams, and keep clutter to a minimum.



Smells don't sell

We're not suggesting you need to bake some bread or anything like that. But, fresh scents in your home make things all the more appealing for buyers.

So open up those windows and keep the furry friends outside, if possible.



Be a flexible seller

Today's buyers often want to view later in the evening and throughout the weekend.

Be as open to as many viewing times as possible that fit your lifestyle – and think about open days if you'd rather do it all in one go.



The kerb factor

Let's face it – everyone judges a book by its cover. And important though they are, it's not just about mowing the lawn and painting the fences when selling a house.

Even little things like overflowing bins can give off a negative vibe – so keep it clean and keep the buyers keen.



Get the marketing right

No matter how good the decor is, it doesn't matter if people can't see it. 94% of the UK knows about Zoopla, and 2.3m unique users visit every month.

So by using a Zoopla agent, you're reaching buyers you can't get elsewhere. And, with add-ons like Weekly Featured Property and Premium Listings, you can make your home leap off the screen.

You can find lots more expert advice and information on the Zoopla website:

→ <https://www.zoopla.co.uk/discover/selling/>

70% of property views occur within the first 10 days of listing*

Prepare to facilitate the fastest sale

Energy Performance Certificate (EPC) – this is a legal requirement when selling your home, we can help obtain one for you.

Instruct a solicitor – do this before you advertise your home, make deeds and searches available, and this could save 3-4 weeks once the sale is agreed.

Fixtures and fittings – prepare an inventory of what will be included in the sale, to give the buyer an idea of what they are getting.



Planning for the big move

Check out this great move planner at moveplanner.zoopla.co.uk

Remember to book – book a removal company and storage if needed, save time by ordering boxes and packing yourself.

Final bills – provide utilities with final readings and help your buyer by leaving details of the services the property is connected to.

Redirect your post – there is a charge for this but it can be worth it on a short-term basis. Visit royalmail.co.uk for forms.

Change of address – remember to notify your providers of water, gas, electricity, phone/broadband/tv, banks/building societies, council tax, the DVLA.



Remember: Keep in touch with us on completion day to arrange the exchange of keys, and do not hesitate to contact us with questions regarding your move.

*ZPG internal data Jan 13 – Aug 14

Zoopla

Patrick Oliver's Guide - How to effectively dress your home to improve your opportunity to sell quickly and achieve the best price.

THE DIFFERENCE IN OUR APPROACH =



PHOTOS
ADVICE
PRESENTATION
TIME AND EFFORT



It is important to recognise that buyers have only 15-20 minutes to remember the house and therefore it should be dressed not just to show it, but to show it OFF! Studies show that perception of value increases by up to 12% when a property is photographed professionally. To best market your house, we want the photos to be sharp and taken in the optimum light. We choose our angles carefully and then take a number in each room to give variety back in the office.

We suggest the following to help us take the perfect photos of your property:

- Clean the property thoroughly top to bottom - put Flash in the mop bucket and then use that to soften marks, especially in high usage areas. Then use Jif and a J-cloth to wipe down all the doors, skirting boards, marks on walls, etc.
- Put a fragrant essential oil in the vacuum cleaner where the air filter is and it instantly freshens the smell in the home.
- Tidy up any snagging that can be done.
- Remove any grime and re-grout in the bathrooms.
- Clear all clutter and personal photos from all rooms, including toothbrushes, kitchen surface, etc.
- Paint any scuff marks, chipped paint.
- Dress the house with bowls of fruit, bake some bread, and put reed diffusers in rooms.
- Ensure any distractions, like TV, radio, newspapers, children and pets, are all out of the way.

The prettier the photographs, the more interest you'll get from buyers and the closer you will achieve to the asking price.

EIGHT MINUTES TO CHOOSE A HOME

Busy roads, damp patches and a bar in a living room, are among the things that turn buyers away.

It takes just 8 minutes for house-hunters to know whether a new property is for them, according to a study recently by a large independent agent. After less than 10 minutes inside a property, buyers know whether they should be getting out their cheque books or turning around in the car.

6 in 10 adults will make their decision not to buy before even stepping through the front door- after just 4 and a half minutes of standing outside.

In contrast, 15% of home owners admitted they had already decided to buy without seeing inside the house, while 18% have bought the first home they saw. When viewing a property online, the average person takes 8 minutes to choose whether to visit or not - as long as the advert is authentic. More than 3/4s confessed to irritation at a property profile that did not reflect the true state of the home on offer.

Listings are crucial to a home selling quickly - they need to be accurate detailed representations of a property. The need to physically visit a property will remain strong for the foreseeable future. However, new technologies such as 3D virtual tours or a 2-3 minute video, sent to house-hunters prior or after viewing, are making it possible to view interiors and exteriors in much greater detail. This helps buyers to narrow their property search quickly and efficiently.

Obvious damp patches would signal an early exit for 6 in 10 Brits, while a house on a main road or cracks in the walls would send 40% of house hunters home.

As for the finer details, there are some decisive deterrents for potential buyers once inside: ashtrays in rooms, dirty toilet pipes, overflowing bins, and yellowed paintwork which all feature in the top 40 list. As do bad DIY, wheelie bins out front, untidy rooms, and a bar in the living room.

Some of us would be put off by a utility room which was the size of a cupboard, a dining room which can't fit a table big enough for a family of 8, and awkward layouts.

When viewing properties online, 6 in 10 find it impossible to see how big the rooms are, and 49% are unable to tell how light they are. In addition, more than 1 in 10 complain they are unable to tell the colour of the rooms from static pictures, and 52% find it difficult to tell how overlooked a property is.

A third of people would welcome the opportunity to see if their furniture would fit in the space, while 36% want a clear view of the layout of the rooms, when looking at a property online.

House-hunters are understandably particular when it comes to buying a property, as they should be. This could be one of the biggest investments they'll ever make. We always encourage people not to dismiss a property over attributes which can be changed. It is really important to look past the dirty dishes or garden gnomes and more towards the shape, size, and structure of the property.

However, Sellers and their Estate Agent can go a long way in avoiding any of the pitfalls above, by working hard to present the property in its best light, from the start. That is why we work with you to achieve the right look, as we know what makes house-hunters want to buy, given that they will have only 8 minutes to make a lifetime decision.



Dress your home to Sell with Patrick Oliver Home Staging, and you will sell faster and add more value.

Your Staging Checklist

Does your house give a great first impression?	<input type="checkbox"/>	<input type="checkbox"/>
Have you de-cluttered your space?	<input type="checkbox"/>	<input type="checkbox"/>
Have you de-personalised your space?	<input type="checkbox"/>	<input type="checkbox"/>
Is your décor neutral?	<input type="checkbox"/>	<input type="checkbox"/>
Does each room have a purpose?	<input type="checkbox"/>	<input type="checkbox"/>
Have you fixed any necessary minor repairs?	<input type="checkbox"/>	<input type="checkbox"/>
Is your house clean and tidy?	<input type="checkbox"/>	<input type="checkbox"/>
Does each room smell fresh?	<input type="checkbox"/>	<input type="checkbox"/>
Is your garden space well-spaced?	<input type="checkbox"/>	<input type="checkbox"/>
Is your house ready to sell?	<input type="checkbox"/>	<input type="checkbox"/>
Have you put out fresh flowers in the reception rooms?	<input type="checkbox"/>	<input type="checkbox"/>
Is your furniture layout optimising the space?	<input type="checkbox"/>	<input type="checkbox"/>
Are your neighbouring properties in good condition?	<input type="checkbox"/>	<input type="checkbox"/>
Is your loft accessible?	<input type="checkbox"/>	<input type="checkbox"/>
Have you had a survey or specialist look for any potential problems?	<input type="checkbox"/>	<input type="checkbox"/>
Are pets restricted to certain areas of the house?	<input type="checkbox"/>	<input type="checkbox"/>

Research has proven that with home staging, you could add at least 8% value to your home and sell 3 times faster





**PATRICK
OLIVER** LTD

**Local, Qualified and
Experienced Friendly
Property Professionals**

Open 7 Days a Week



**0.75% VAT FREE
(Minimum fee £950)
PAID ON COMPLETION**

Performance Commission Bonus

EXPERT MARKET APPRAISAL

EXPERIENCED STAGING

DETAILED FLOOR PLAN

PROFESSIONAL PHOTOGRAPHY

INSIGHTFUL LOCAL KNOWLEDGE

MAIN PORTALS ADVERTISING

SOCIAL MEDIA NETWORKING

COMPREHENSIVE PROPERTY ADVICE

ACCOMPANIED VIEWINGS

SALES NEGOTIATION

SALES PROGRESSION TO COMPLETION



**LOCAL & ONLINE
HASTINGS,
ST LEONARDS
& RYE**

**SALES
LETTINGS
PROPERTY
MANAGEMENT**