

ELLIS&CO
Sales & Lettings



**A GUIDE TO
SELLING**

Who are we?

**Ellis & Co is one of London's most successful estate agencies.
Put simply, you're in safe hands.**

By working with us you will be choosing an award-winning company with over 160 years of experience in the property market and a network consisting of over 20 branches across and around the London area.

Every branch is run by highly-qualified, experienced local property experts who have owned and invested in property before, and they will always aim for a hassle-free sale at the highest possible price.

Ellis & Co has a whole range of services that are designed, at their very core, to make your relationship with us a successful one. We have the tools to market your property effectively, the staff to value and sell your home properly, and the brand reputation for you to have confidence in what we do.

As one of London's most successful, well-established estate agents, we have retained our identity and believe in the traditional values of achieving results through exemplary customer service.



We are ready to talk

Selling a home can be a stressful experience, but we are here to make the process run smoothly.

You will be kept informed about the progress of your sale, and we will provide you with immediate feedback from viewings, honest opinions, and regular support and advice. This ongoing communication is a vital part of our service and will ease all the stresses of moving home.

We will also keep you aware of advertising and PR coverage, buyers' opinions, market information and how best to market your property to attract the right buyer and achieve the best price.

We are property marketing experts

Ellis & Co knows that the only way to sell a property is to achieve the right marketing mix. Our comprehensive marketing programme ensures that every property we put on the market achieves the highest quality exposure possible to the broadest market segment.

Ellis & Co is already a well-established estate agency name on high streets across the capital. And because Ellis & Co is part of a national network of nearly 300 partner agents, your property can be referred by other offices in other parts of the country.

Our marketing extends well beyond boards and property particulars. Properties from in and around the capital are featured in our regular e-zines, Property Portfolio. Property Portfolio is sent fortnightly to a database of around 35,000 home seekers - giving your property an even greater chance of being noticed by an interested party.

That is only the start. Together with prominently positioned offices and our dedicated, professional sales team, we offer a marketing programme that is second to none – and achieves results, time after time.



We know about advertising and PR

Ellis & Co recognises the importance of advertising and PR. Our advertising schedule is extensive.

We advertise across many of the property sections of the most prominent local papers, as well as specialist, high circulation regional and national publications.

We also work in print

Property Scene is our glossy lifestyle magazine.

Property Scene has articles of interest including travel features and recipes, plus it features the pick of all our available properties across London.



We are online



We recognise that the internet is one of the most important tools for sellers and that is why we made a serious investment in online technology for promoting and selling property.

Ellis & Co's website uses cutting edge technology and is updated the instant a property's status changes. With links to Rightmove, one of the UK's largest property portals, it offers a sophisticated but simple-to-use method of accessing property details and ensuring these details are available to a broad audience of potential buyers.

Buyers and sellers are all served by our online systems. We will make sure your property is immediately visible, and with a single entry the details are instantly distributed throughout the network.

Our website achieves over 91,000 views per month, the majority of which come from new visitors – another great way of demonstrating how our brand power attracts new people to search out our properties for sale every day.

Ellis & Co also communicates with buyers across social media platforms like Facebook and Twitter to ensure that you can squeeze any extra exposure out of your properties.



We are committed to the community

We encourage our branches to build links with local schools, charities and sports teams.

Our network is a powerful one with many moving parts and whether it is a school fete or new sports kit, it is essential for Ellis & Co branches to contribute to the community in ways that don't involve property.

We set high standards

Ellis & Co has an established reputation to protect. We ensure our branches meet and exceed the highest professional standards.

All Ellis & Co branches are members of the Property Ombudsman and many branches have staff who are members of NAEA (National Association of Estate Agents) or are in the process of becoming members. This means you can rest assured that you will receive professional, unbiased advice at all times.

Commitment to the highest standards is developed within our team through our Training Academy's unique mix of on-the-job training and external professional development courses.



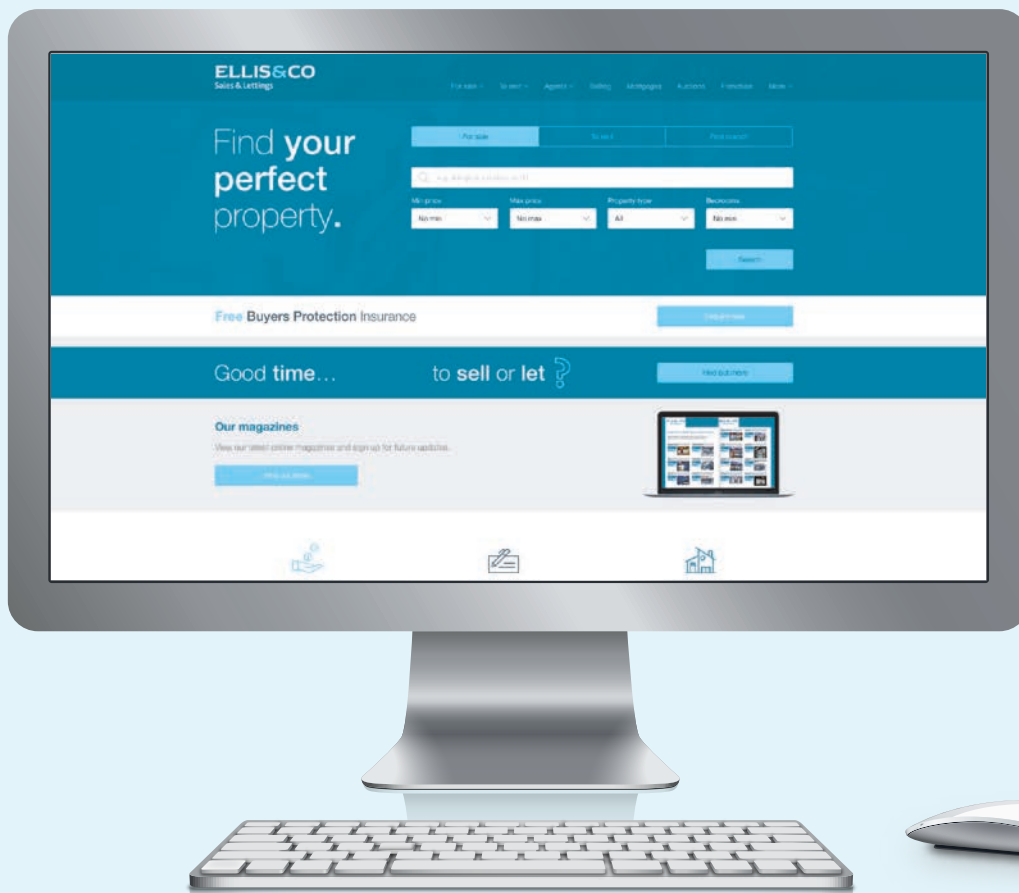
Next steps

If you plan on selling your home in the near future, please organise a market appraisal. They are free of charge, no-obligation, and you will get an up-to-date valuation of your property as part of it.

Contact us now to get things moving.



Visit ellisandco.co.uk to find your nearest branch.



Ellis & Co is a franchise group and each office is independently owned and operated under licence from Xperience Franchising Ltd.

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