

Carefully crafted  
ideas & creative  
marketing solutions.



**arden**  
ESTATE AGENTS

It's who  
you move  
with.

# Your local property experts, with expert local knowledge...

## **You're More Than Your Property.**

You are more than your property to us. We care about your circumstances and your needs. Want a discreet sale? No problem. Need viewings that suit your family or work life? Just let us know. We see you as an individual, not just a house to be sold.

## **Updates That Keep You In The Picture.**

Selling your home is a big deal. We make sure you are kept up to date with how your home is doing on the market, any feedback potential buyers may have and ideas we have for keeping your listing fresh.

## **Honest Guidance.**

We pride ourselves on being straight-talking and completely honest. If we think your property could do better with some TLC, we'll tell you. If we think your ideal price might be a bit high, we'll explain why we think it might hinder your sale. Our advice is free and given with your best outcome in mind.

## **A Revolutionary Approach.**

Why don't we have long-term contracts that tie you in? Because we don't need them. Our approach to property sales may be unorthodox, but we prefer our clients to feel totally confident in their choice of estate agent – and if that confidence wanes, they can give us notice to leave. You can enjoy our services risk-free.

# Welcome to Arden Estates.

At Arden we're a local, independent estate agency known for its creativity.

Dedicated to streamlining and making moving easy. Founded in 2010, with more than 5600 houses sold and a 5-star Trustpilot rating, you can be assured that selling your home with Arden will be easy and stress-free.

## Why Choose Arden To Sell Your Home?

### ✓ **No Upfront Fees. No Risk.**

We don't charge for our marketing upfront. In fact, you'll only pay us when the sale of your property completes. If we don't sell it, you don't have to pay us.

### ✓ **We Don't Tie You into a Long Term Contract**

There's no long-term contract with Arden. We work on a rolling month to month basis where you can give 28 days' notice to cancel the contract. Although once you've worked with us, we're certain you won't want to go anywhere else!

### ✓ **Simple Stress-Free Service**

We don't upsell or charge you hidden extras. Our competitive rates include everything you need to market your home, from quality photography to floor plans and brochures.

### ✓ **We Keep Chains Moving**

We only get paid when your sale completes, so you can be sure we're dedicated to keeping your chain moving. We'll even help you to find your new dream home!

### ✓ **Fast, Efficient & Successful Sales**

Your home can be live and listed within 24 hours. We'll also reach out to our extensive list of potential buyers, looking for a property just like yours, to help secure a quick sale for you

Risk Free  
No Sale  
No Fee  
Guarantee

*I can't fault the service levels provided by Arden. I had very transparent conversations, and didn't experience any of the hard sales tactics which I had experienced via other estate agents. We had a dedicated member of the team helping to move things along which helped me move in time for Christmas!*

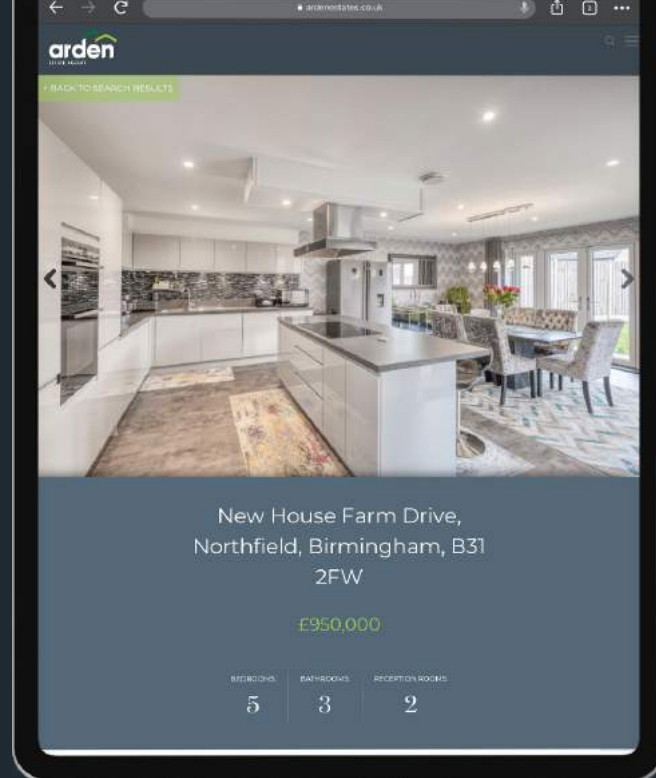


Luke Jackson

Scan for more info



# How We Help You to Sell Your House.



1.

## Valuation: Agree on a Price.

Together we will decide on a price to market your home at. This will be based on our professional assessment of your property and include your input. We offer our insight and guidance on pricing, but ultimately, it's a team effort and we want you to feel comfortable with the price. We will always tell you if the price is unrealistic.

We will also let you know what costs to expect from the sale. Transparency is part of our ethos so you can be assured that there are no hidden fees.

3.

## Gearing Up for Sale.

Once you are happy with the selling price and marketing plan, we'll come to your property to take photos, measure the rooms and take down some details. This takes less than an hour but don't let that fool you – our property images and videos are among the best in the industry. You get the final say on the property marketing we create for you, and nothing goes live until you're happy.

2.

## We Plan Your Marketing.

Every home is unique, and its marketing should be too. We don't have a one-size-fits-all strategy for marketing our properties, we prefer to create individualised plans that take account of the benefits and features that a property can offer. This approach has enabled us to successfully sell hundreds of homes to the delight of our customers.

4.

## Let the Sale Commence.

When you're satisfied with the property marketing, we list your home on all the major property websites, send a listing alert out to our eager database and begin to track its impact. We list on more property websites than most other agents, ensuring that our clients get the advantage of broad multi-platform advertising.



# Email notifications every step of the way.



**You've got a viewing** - Friday 27th January at 12:30



**You've got a viewing** - Friday 27th January at 12:45



**You've got a viewing** - Friday 27th January at 13:00



**You've got a viewing** - Friday 27th January at 13:15



**You've got a viewing** - Friday 27th January at 13:15

5.

## **Dealing With Enquiries & Viewings.**

As the calls and enquiries come in for your property they will be dealt with immediately, so you can be sure we won't miss out on any buyers. Each prospect is registered and qualified in order to find out their budget, financial position etc and then booked in for a viewing at a time that suits both you and the applicant. We will carry out all viewings on your behalf unless you wish to do so yourself.

6.

## **Negotiating Offers & Agreeing Your Sale.**

The more viewings we do, the more offers usually come in. We will let you know of each and every offer we receive. It's at this point that we carry out the relevant financial check and chain checks. We only want to accept offers from serious buyers in good, proceedable positions. We often have multiple offers to consider and if this happens, we will help advise you on choosing the best option.

7.

## **Sales Progress to Completion.**

Once we have agreed your sale you will need to choose a solicitor, we will be happy to get you some quotes from reputable firms. Your file will then be handed over to a member of our Sales Progression team, who will become your main point of contact. They will be in regular contact with you, your buyer and the solicitors in order to be able to update you on the progress of your sale right through until completion, hopefully helping to manage some of the stress that could come with selling your property! You will also be able to track the progress of your sale from your phone or computer so you know exactly where you are and how long it is likely to take.

# More about your Marketing.

## Maximum Online Coverage.

We advertise on all the major websites including Rightmove, Zoopla, Prime Location, Boomin, OnTheMarket and many more. **We also have the option to upgrade you to a premium listing or featured property.**

## Our Database.

We have a proactive approach and we email and post out your property's details to all of our registered buyers ensuring interest from day one. We will also call our list of buyer.

## Creative Content.

Our photography not only shows off how great your property is, but can capture the lifestyle of the home to help the potential buyer visualise being there before they buy. Depending on your marketing strategy, we can also film and create beautiful property trailers, walk-throughs, teasers and drone videos. These bits make for great thumb-stopping online and social media content that have proven to attract the right buyer.

Award  
Winning  
Marketing

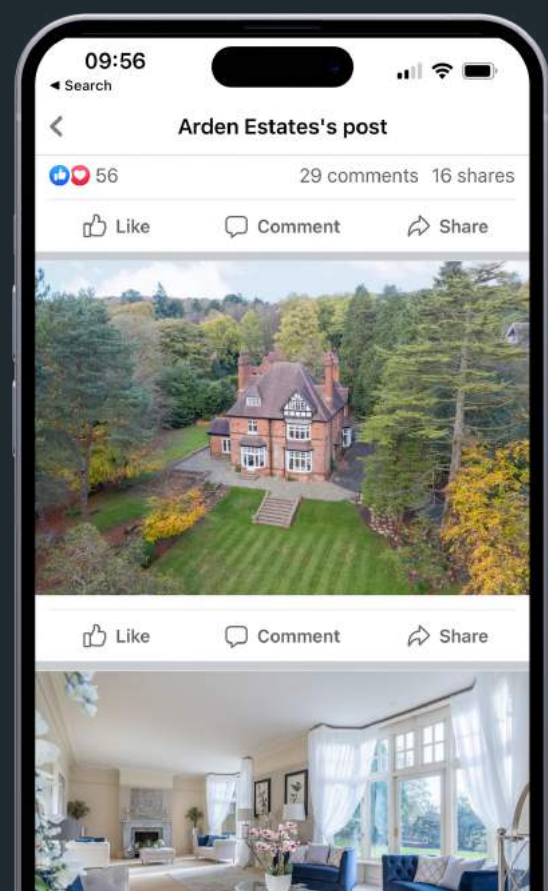
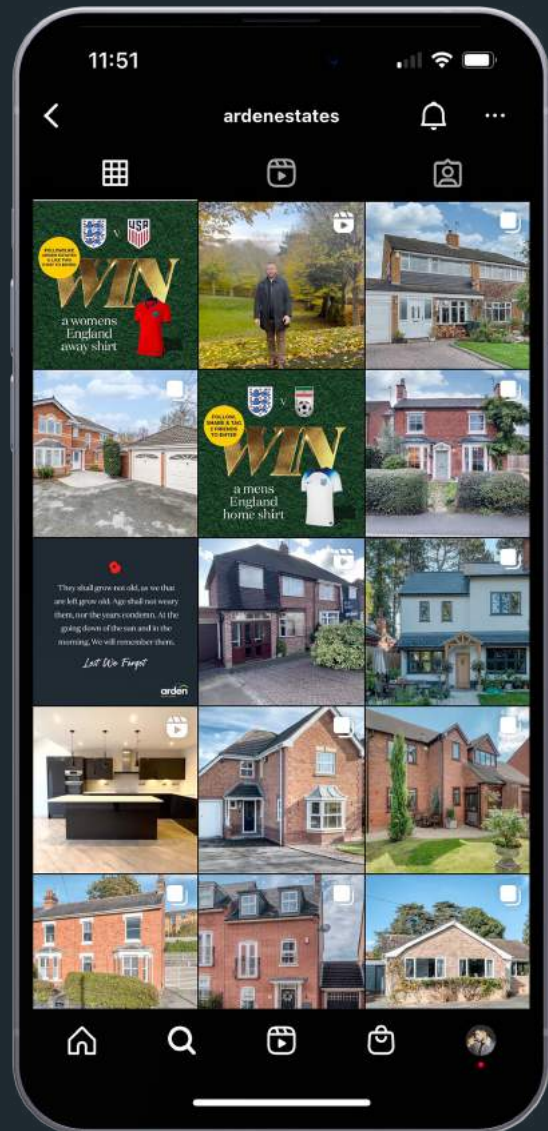
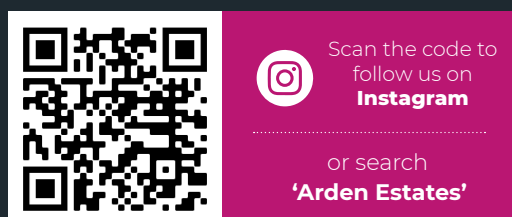
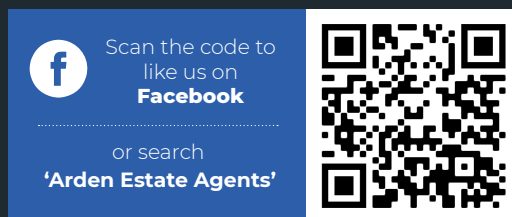


# Social Media.

Our social media network is continuously growing at a fantastic rate and is a great platform for potential buyers to find the property that is right for them. We have built a community that loves all things property and lifestyle, which all helps you to find the right buyer for your home.

Not only do we showcase properties for sale, but we also give our community the chance to engage with us by running fun quizzes and competitions with prizes including FREE EPC's, Shopping Vouchers and even sporting and seasonal prizes throughout the year.

We invite you to share your property listing on Facebook and get your friends to share it. We can do the same! Boosting your exposure with our network of followers for maximum exposure.





# Some useful things for you to know...

## 101%

of asking price achieved

## 98%

selling rate success

## 5\*

rating on Trustpilot

**rightmove** 

 PrimeLocation.com

**ZOOPLA**

 OnTheMarket

We use  
all major  
websites  
guaranteed

## For Sale Signs.

You don't have to have a For Sale Sign if you would prefer not to, however it does help in many ways. Firstly, it alerts people that your house is, in fact for sale and most importantly shows everyone doing 'drive by' viewings which house is yours.

It is proven that if you have a For Sale Sign it helps create more interest in your property.

# For Sale

  
**arden**  
ESTATE AGENTS

0121 447 8300 | [ardenstates.co.uk](http://ardenstates.co.uk)



# Property Finder Service

One of the main fears home movers don't wish to face is not being able to find anywhere to move to.

**As a customer of Arden we will prioritise you first before new properties go live on sites like Rightmove & Zoopla**

**We will inform you first, before we send the property live.**



# Mortgages Made Easier

**We Find You The Best Mortgage  
Never Fill In A Mortgage Application Again...**

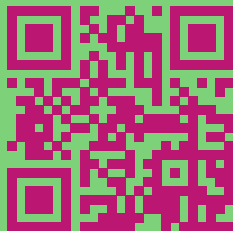
**Buying a property should be exciting, right?  
Fed up with researching rates and offers?**

**Confused by all the terms and jargon?  
Frustrated with all the form filling and admin?**

Whether you're searching for your dream house, planning the decor and the dinner parties you'll host or looking for your next property investment, getting a mortgage doesn't have to be so complicated and time-consuming.

At HLC, we're dedicated to finding you the best mortgage for your needs - with minimal stress and minimal hassle. So all you need to worry about is picking your favourite colour scheme...

**Get in touch  
for your free  
consultation**



**SCAN FOR  
MORE INFO**



**HLC**  
mortgages

Head Office

 **14 Old Birmingham , Lickey End, Bromsgrove, B60 1DE**  
 **01527 222 694**

*Offices in: Bromsgrove, Rubery, Redditch, Shirley & Worcester*

## How it works.

Stop wasting hours on mortgage comparison sites. We'll make finding the best mortgage easy.

### STEP 01

Get in touch with us, and tell us what you need. We'll need some key information from you, like the property value, your credit history, bank statements, potential deposit and income.

### STEP 02

We search our independent databases of lender deals to find the one that's the best match for you. Different lenders look for different things so we'll find you the best mortgage for your individual circumstances.

### STEP 03

We do all the grunt work - we fill in the forms, communicate with the lenders on your behalf and troubleshoot to ensure there are no hiccups. This prevents you from having to make multiple applications to different lenders, which can affect your credit score.

### STEP 04

Once we've applied for your mortgage and it's all been accepted we continue with you and your lender each week until the process is complete. This not only speeds up the process but ensures it all goes smoothly.

### STEP 05

Now your mortgage is complete! All that's left to do is move into your new property and enjoy your new home with a great mortgage deal that's ideal for your unique circumstances.



# Property Inspiration

## Arden's Very Own Magazine

*We also feature properties in our own magazine 'Property Inspiration'.*

*To take a look at the latest edition, pop into any of our branches to grab a copy or scan below.*

Feature your property in Arden's Magazine for maximum coverage

Scan to discover your digital copy





# “You never get a second chance to make a first impression.”

*Don't underestimate the power of effective home staging.*

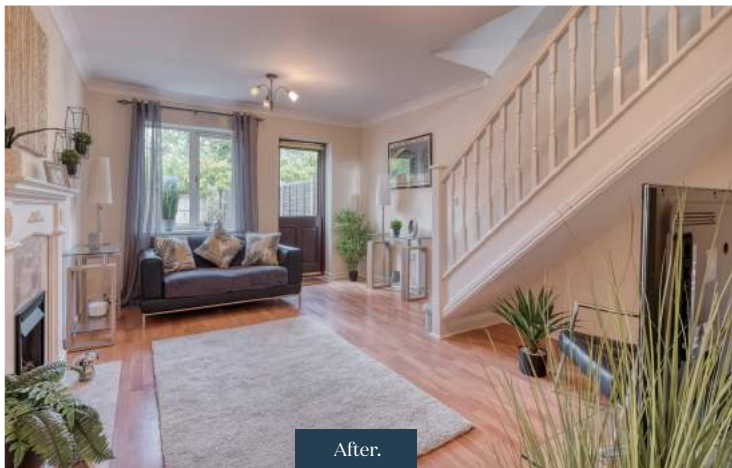
Increase the  
value of your  
empty house by  
£10,000 to  
£15,000



We offer you a unique and affordable home staging service. House of Arden can help you to make your property more desirable, while painting a picture of the lifestyle it could bring potential buyers, increasing the value by up to 10% in most cases.



HOUSE OF ARDEN



After.



Before.



After.



Before.



# Conveyancing Solicitors.

Our  
partners  
include:

Choosing the right solicitor to work with is crucial to ensuring a smooth house move.

We work with the best local solicitors and will arrange quotes for you to consider.

 **CONVEYANCING**  
EXPERTISE IN PROPERTY LAW

 **Cunningtons LLP**  
lawyers for life

  
**DB**  
David Bunn & Co  
Solicitors

 **Davisons Law**  
Moving you forward

 **HCB** Solicitors

**Kenneth Curtis & Co.**  
Solicitors

**Star**  **Legal**  
SOLICITORS

 **TAYLOR  
ROSE** <sup>MW</sup> | SMART  
MODERN  
LAW

 **Waldrons**  
Solicitors

# Don't just take our word for it.

Scan to see more reviews



*(Take a look at what our customers have to say...)*

"An excellent Agency who always kept us informed of viewings, offers and potential 'best purchasers'. Their estimation of selling price was accurate, achieving a sale over the asking price. The whole team were always happy to engage with any questions, and were clear and pleasant at all times. I have no hesitation in giving them my full recommendation to potential sellers."

- Ben

"Completed our purchase last month and were very impressed with Arden's service. It's a very busy time so it was great that they were so helpful in pushing things over the line. There's always aspects that hold up a sale, but they were very quick on the case. When popping into the branch we always felt very welcome. It's a very pleasant and relaxing place, which is comforting when you're discussing something so important. These guys do a good, professional job."

- Ritchie

"Very professional, always answered calls and emails, carried out everything required pleasantly and efficiently I would definitely use them again."

- Mark

"Lara could not be better, knows what you want and calls to introduce you to new properties (most just list houses on Rightmove and wait). If you want someone to actually market your property she is as good as you'll get...."

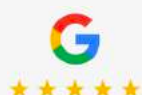
- Tanya

"The team at Arden's have been incredible. We were fortunate enough to both sell our house and buy our new house through them. Throughout the process we have been consistently updated and informed, with all questions answered. We would definitely recommend!"

- Brad

"I can't fault the service levels provided by Arden. I had very transparent conversations, and didn't experience any of the hard sales tactics which I had experienced via other estate agents. We had a dedicated member of the team helping to move things along which helped me move in time for Christmas!"

- Luke







It's who  
you move  
with.



ardenestateagents



ardenestates



ardenestates