

# HAMNETT HAYWARD

A PROFESSIONAL APPROACH TO MARKETING YOUR HOME



HAMNETT  
HAYWARD

# WELCOME TO



Hamnett Hayward offer a unique partnership of mature forward thinking property professionals, passionate about providing a bespoke, specialised service across the residential property spectrum.

Unlike the corporate sector, we have the 'local' perspective covered in minute detail, yet have the resources to take your property to the widest possible audience.

## COVERING BUCKINGHAMSHIRE & SOUTH OXFORDSHIRE

If you are looking for an established agent with a fresh approach, we believe Hamnett Hayward have the team to deliver. Our independent offices promote an individually tailored service combining modern Internet lead techniques with traditional values.

Offering both residential sales and lettings, we have the necessary experience to guide you through the process.

Advising clients, ranging from homeowners and landlords to investors and developers, we have the structure, knowledge and passion to exceed our client's expectations.



## GOING BEYOND EXPECTATIONS

Hamnett Hayward offers the complete professional service for high quality residential property in both Buckinghamshire and Oxfordshire. Specialising in all aspects of Residential Agency sales, New Homes, Lettings and Property Management, our independent offices promote a custom service across the property spectrum, combining modern techniques with traditional values and expertise.

Being outright owners of the company we live locally, have families in the community, and understand the nuances of the local market. Concentrating on individual homes in the middle to upper end of the market place, we believe our fresh approach has created the reputation we enjoy today.

We also act for a wide selection of developers in the new homes sector and have sold homes for both national and local companies ranging from single plots through to large projects with multiple units.







## SELLING YOUR HOME

In the highly competitive market place of today, you require an agency which consistently achieves and exceeds clients' expectations. A team which has a proven track record in obtaining the maximum return for your property and which thrives, regardless of market conditions.

Our key services include:

### Residential sales

- Eye catching contemporary brochures
- Professional floor plans
- Interactive Website with mapping, floor plans and multiple images
- Direct link to Rightmove and other major portal websites
- Extensive local advertising schedule
- Discounted rates for national publications
- High profile town centre locations
- Assistance with sourcing independent financial advice

### New Homes

- Market appraisals and anticipated sales prices/rates
- Marketing strategy proposals
- Comprehensive sales support
- Over 20 years advising both local and national developers

Our knowledge of local property markets, combined with our energy, enthusiasm and integrity to succeed on your behalf are our strongest qualities.

## RENTING YOUR HOME

There are very few agencies in Thame specialising in residential lettings and whilst many sales agents let, they do so alongside sales. In a buoyant sales market, this can be frustrating for Landlords, because lettings are often treated with reduced priority.

Our service is both personal and intuitive since we believe the relationship between landlord, tenant and agent is of paramount importance in a successful tenancy.

Our key services include:

- Letting only service
- One or multiple property letting
- Full management service
- Buy-to-let advice
- Direct link to Rightmove and other major portal websites



## THE MARKETING OF YOUR HOME

In today's 'image conscious' world, we believe an eye-catching and well-coordinated approach to selling your home can make all the difference. We take great pride in our high calibre marketing and believe our contemporary brochures, advertising and Internet package have the edge over the competition.

## ATTRACTING THE LONDON MARKET

Offering excellent communications by both road and rail (including the new 36 minute fast train to Marylebone), Thame continues to be a popular commuter town serving the London market. Using our contacts, mailing list and extensive website database, there is no longer the need for a London office for properties under £2 million, as potential buyers in this sector start their search with the internet. This has become a major part of our marketing strategy, influenced by the continued 'buoyancy' in the capital.

# INTERNET EXPOSURE

With over 85% of initial enquiries now coming from the Internet, extensive web related coverage is the heart of our marketing campaign. In addition to our own interactive website we work with a portfolio of 'portal' websites including; Rightmove, Country Life and OnTheMarket.





## LOCAL AND NATIONAL PRESS ADVERTISING:

We believe local press advertising still has an important role within any marketing campaign.

At Hamnett Hayward we provide a prominent weekly advertising schedule in the Bucks Advertiser/Thame Gazette as part of our standard fee structure.

For an individual fee we also can provide a 'tailor made' schedule including both a wider local and national arena (Further details available on request).





## EYE CATCHING CONTEMPORARY BROCHURES

Our 'image based' details create the perfect structure to display your property in its best possible light. Brochures include a custom floor plan, location plan, energy performance certificate and extensive use of photography. Our in-house brochure is professionally printed and is included as part of our sole agency fee.

### PHOTOGRAPHY AND TELESCOPIC IMAGES

We pride ourselves in portraying your home in its best possible light. We have invested in high-end digital camera equipment and a unique telescopic tripod creating a unique 'raised' external perspective that will help your home stand out from the crowd.

# GOING THE EXTRA MILE

As a valued client we aim to provide support and professional advice from start to finish. As part of the service we also include:

**VIEWING SERVICE/OPEN HOUSE:** Our service includes fully accompanied viewings by a member of our team within business hours. If deemed appropriate, we can also promote specific open days or block viewings to maximize activity on your home.

**ONGOING AND REGULAR FEEDBACK:** We believe detailed progress is of paramount importance. We take pride in providing you with regular updates, continuing through the negotiation and sales process up to, and including the completion of your sale.

**RELOCATION AGENTS:** Working closely with professional relocation agents provides us with an early link to 'blue chip' buyers seeking property in our area. Among others, we have excellent working relations with Property Vision, Prime Purchase and The Buying Solution.

**LOW KEY MARKETING:** You may wish to initiate proceeding with our 'low key' option. Without over exposing your home we are still able to generate activity by 'cherry picking' key buyers registered with our offices and associated relocation agents. This option will at the very least provide us with a reaction to your home, which of course could be utilised for our full marketing campaign or, at the very best, result in a sale!

## CREATING AN INVITING OFFICE ENVIRONMENT

Situated in a Grade II listed building, our prominent High Street office benefits from a stunning courtyard entrance allowing potential buyers the opportunity to casually view our property portfolio away from the road. Internally we have a relaxed environment to meet and discuss your requirements over a cup of coffee.





# FINANCIAL SERVICES

At Hamnett Hayward we firmly believe in 'Face to Face' mortgage advice from an established independent business that can offer impartial advice.

With the above in mind we have created an excellent working relationship with a local independent financial services business with a proven track record in all aspects of the mortgage industry.

Regardless of whether you are a first time buyer, moving home or remortgaging, we can arrange for you to receive the best possible advice from an independent advisor with access to the whole market.

In addition to mortgage advice our recommended advisors are qualified to discuss Life Cover & Income Protection, Property Insurance and Buy to Let.

For further details please contact our office on 01844 215371 or email [thame@hamnetthayward.co.uk](mailto:thame@hamnetthayward.co.uk)

# CONTACT DETAILS AND KEY STAFF

Our staff are well trained and take pride in delivering the highest standards of personal and professional service.

We advise buyers, sellers, landlords and tenants on all aspects of the local area including education facilities, communication, amenities, attractions, road and rail networks and local lifestyles.

Thame Office: 01844 215 371



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# HAMNETT HAYWARD

## Residential Sales



### WESTERN MANOR - GUIDE PRICE £2,500,000

A perfect country home centred around an attractive listed building and gardens all surrounded by amazing greenery.

3 reception rooms, kitchen/breakfast room, master bedroom suite with dressing room and bathroom, 4 further double bedrooms, 2 bath/shower rooms, the studio/ lat living room & kitchenette, bathroom.

EPC Rating: B

# HAMNETT HAYWARD

## Residential Sales



### BERRY GROVE - GUIDE PRICE £2,000,000

An imposing south-facing country house nestled within extensive manicured gardens & paddock land.

Planning Permission for an approx 1,000 sq ft Two Storey Side Extension.

EPC Rating: N/A

# HAMNETT HAYWARD

## Residential Sales



### THE HOVE - GUIDE PRICE £1,500,000

A beautifully appointed country house which is part of an exclusive courtyard development.

Entrance hall, cloakroom, drawing room, dining room, kitchen/breakfast room, master bedroom with en-suite bathroom, sitting room/bedroom 4, study, 2 further bedrooms (one with en-suite shower room), bedroom 5/box room, bathroom, utility/garage.

EPC Rating: E

# HAMNETT HAYWARD

## Residential Sales



### 16 HAWTHORNE DRIVE - GUIDE PRICE £675,000

An exquisitely finished and exceptionally spacious 4 bedroom family home situated in a popular residential area.

Entrance hall, cloakroom, sitting room, study, kitchen/breakfast room, utility room, dining room. Bedroom 1 with en-suite, bedroom 2 with en-suite, 2 further bedrooms. Family bathroom. Attractive gardens with ample off road parking and double garage.

EPC Rating: C

# A friendly face in times of need

Now Legal Solicitors are a progressive firm of solicitors who have many years of experience across a wide range of legal services, including helping people buy and sell property.

They have gained a reputation for the quality of their service based on their understanding and commitment to fulfilling their client's wishes.

The practice appreciates that people are individuals and have their own special needs. They also respect the fact that to attract new clients, they must be progressive in their approach and understanding in their attitude.

Their aim is not just to serve the needs of their clients on a one off basis, but to encourage the client to return to them whenever they need specialist legal advice.

Like all good solicitors they recognise the need to specialise and Now Legal Solicitors have a dedicated team of professionals able to offer specialist advice across a broad range of legal issues.

Now Legal Solicitors has achieved the Lexcel Practice Management Standard. This is only awarded to solicitors who meet the highest management and client care standards.

Lexcel accredited practices undergo a rigorous independent assessment every year to ensure they meet the required standards of excellence. They are also accredited with the Conveyancing Quality Scheme.

Where Conveyancing is concerned, the practice has extensive experience and is able to offer a wide range of advice on all aspects.

Their services include:

- Residential Property
- Commercial Property
- Employment
- Probate
- Making a Will
- Lasting Powers of Attorney

The house buying and selling process can be a minefield and there are a host of different processes which have to be covered.

Now Legal Solicitors will keep you informed of each step and make sure that you understand just what is happening.

This is just an example of how the practice views the relationship between their clients and themselves. It is a partnership where everyone benefits from the final outcome.

Now Legal Solicitors have learnt over the years that situations in life are rarely black and white which is probably why they believe that they are a law firm who really stand out from the crowd.



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# HAMNETT HAYWARD

## Residential Sales



### WOODBROOK PLACE - GUIDE PRICE £1,500,000

Woodbrook Place is an individual detached residence which has undergone tasteful sympathetic re-modelling in recent years. This charming mature setting in the heart of the conservation area within a short distance of the village centre.

EPC Rating: A

# HAMNETT HAYWARD

## Residential Sales



### BEARDWOOD PLACE - GUIDE PRICE £1,000,000

An outstanding Grade II listed country house extending to over 8000 SQFT on the edge of Tarporley with extensive views set in a lovely garden.

EPC Rating: E

# HAMNETT HAYWARD

## Residential Sales



### DISTRICT APARTMENTS - GUIDE PRICE £950,000

A spacious 3 bedroom second floor penthouse apartment with a stunning outlook over the city.

Sitting/dining room, kitchen/ breakfast room, bedroom 1 with en-suite, bedroom 2, bedroom 3, bathroom.

EPC Rating: A

# HAMNETT HAYWARD

## Residential Sales



### BRICKLANE COTTAGE - GUIDE PRICE £560,000

A picture perfect and quintessentially English cottage, steeped in history and offering surprisingly spacious family accommodation.

Originally a small estate cottage, this property was extended in the 1800s to become the school house. It has since been extended again to now provide over 1800 sq ft of delightful and intriguing accommodation. The rambling cottage gardens allow 2 patio areas, lawns, mature trees and shrubs and an outlook over pony paddocks and beyond.

EPC Rating: N/A

# CLEARWATER FINANCIAL PLANNING

## – PROTECTING YOU AND YOUR FAMILY

Clearwater Financial Planning who are situated in Kingsbridge, offer a dedicated service designed to provide their clients with an effective overview to plan and review all their financial affairs and to build and preserve their long-term prosperity.

Vitally important to them is protecting what you have already built up, or indeed, what you are trying to build up. You will need protection cover in the various forms of life, critical illness and disability solutions and this is at the heart of Clearwater Financial Planning.

Working with carefully selected providers, they offer an extensive product range including Life Cover, Critical Illness, Income Protection and Private Medical Insurance.

They also provide a full range of solutions from the complexities of achieving a successful investment strategy, estate planning, inheritance tax mitigation, retirement planning and general tax saving right through to the day to day things in life such as personal banking.

They have forged close links with other professional establishments, including highly respected accountancy practices, law firms and stockbrokers giving their clients a depth of resource and expertise.

For more information visit their website or make an appointment with one of their specialists who will be more than happy to spend the time ensuring that you and your family have an effective strategy in place to protect your wealth.



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# HAMNETT HAYWARD

## Residential Sales



### VALE MANOR - GUIDE PRICE £800,00

A sensational four bedroom house that has been fully extended and modernised with a large open plan layout on the ground floor allowing light to flood right through the property.

EPC Rating: A

# HAMNETT HAYWARD

## Residential Sales



### 28 BRIDGEWATER DRIVE - GUIDE PRICE £450,000

Beautifully presented 4 double bedroom house, within a quiet close in the very popular residential area.

Now including replacement upvc windows, gutters and soffits, a fine open plan kitchen with under floor heating and a beautiful garden overlooked by the splendid triple aspect drawing room with vaulted brazilian teak ceiling.

EPC Rating: C

# HAMNETT HAYWARD

## Residential Sales



## EAST PARK APARTMENTS - GUIDE PRICE £550,000

An attractive refurbished apartment in a popular location close to the city centre.

Accommodation includes kitchen/breakfast room, separate dining room, sitting room, 2 bedrooms, family bathroom, sewing room and study. Garage, off-road parking and gardens.

EPC Rating: A

# HAMNETT HAYWARD

## Residential Sales



### 125 MONTAGUE LANE - GUIDE PRICE £350,000

A semi-detached property in a quiet suburban area.

Beautifully presented and updated by the present owners. Sitting room, study, dining room, conservatory, kitchen, utility room and cloakroom. 4 bedrooms (two with en-suites) and bathroom. With a garage, parking and gardens.

In all approximately 199.4 sq m (2146 sq ft)

EPC Rating: C

# THE COMPLETE ARCHITECTURAL

There are many individual reasons for needing the services of an architect – maybe you are thinking of building a new home, carrying out an extension or an alteration, or possibly you just wish to see how to maximise the potential of your property.

BBH Chartered Architects have over 35 years experience as a RIBA Chartered Practice in Dartmouth and are a respected local architectural practice who are recognised for many well-known projects throughout the South West.

They should be involved from the earliest stages of your project, as they are able to offer you the benefits of their experience in deciding how to maximise the potential of your existing property or indeed, to propose ideas for the property you are about to purchase.

When you contact them, they will explain how they can help you gain more space, or make better use of your existing space. Their initial consultation is free, at which point they will discuss with you any planning or building regulation constraints, discuss ideas on layout and design and advise you on a suitable budget.

They will discuss your needs in detail and then produce a feasibility design scheme. Once you have decided on the specific area of your home or business that requires attention, they will draw up the plans and submit these to the Local Authority for Planning and Building Regulations approval.

BBH have a tremendous amount of knowledge and experience in how these two processes work and know how to satisfy the very demanding and specific requirements of a Local Authority.

They will also prepare the full building specifications needed to obtain competitive prices from various building contractors.

They will advise on the appointment of a suitable contractor, and undertake project management whilst the contractor is on site.



# AND DESIGN SERVICE

BBH are more than happy to provide a full service from start to completion of a project, or any part of this the client wishes. No project is too small or too large for BBH to become involved with.

BBH Chartered Architects (Dartmouth) Limited will offer a dedicated architectural service and have the experience, knowledge and professionalism to enable them to provide realistic and inspired solutions to satisfy all of your building requirements.

BBH Architects take pride in producing designs and results of which all involved can be proud.

Whatever your project, contact them and let them help you.

**BBH Architects**   
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# HAMNETT HAYWARD

## Residential Sales



### APPLEFORD CLOSE - GUIDE PRICE £300,000

A rare opportunity to acquire this affordable four bedroom family home, situated at the head of a private cul de sac and well presented throughout with recently redecorated walls and newly laid carpets.

EPC Rating: A

# HAMNETT HAYWARD

## Residential Sales



### STAPELEY ROAD - GUIDE PRICE £200,000

A delightful, well appointed, 3 bed semi detached cottage, sympathetically extended to a high standard, with open fields to the rear,

EPC Rating: E

# HAMNETT HAYWARD

## Residential Sales



### LANGDALE WAY - GUIDE PRICE £275,000

A deceptively spacious family home in a popular location close to local amenities and open countryside. The property has recently undergone a program of refurbishment including a new roof, updated electrics, replacement windows and cosmetic improvements.

EPC Rating: A

# HAMNETT HAYWARD

## Residential Sales



### SILVER DRIVE - GUIDE PRICE £275,000

Looking for a family home with a difference? This is a fantastic traditional semi tucked away in a private cul-de-sac close to the popular local schools and amenities.

EPC Rating: E

# CONCENTRATING ON THE IMPORTANT THINGS IN LIFE

Does your home feel tired and lifeless? Does your new home feel not quite right? Do you feel bamboozled by the endless choices to be made? Which fabric should adorn your windows and other soft furnishings; paint options; wallpaper selections and so much more!

Maybe now is the time to enlist the help of Eliza Price, whose skills and experience will make all the difference. Offering a bespoke design service that is both personal and unique where relationships with clients are a top priority.

Operating from a beautiful showroom nestled in the South Hams, Eliza Price boasts an extensive fabric, paint and wallpaper library. Within this oasis of creativity, colour schemes are brought to life, fabric texture and design matched, shape and scope for inclusion of the complete project are all considered.

They have a reputation built on their adept understanding of Clients needs and wishes and translate these aspirations into a reality. An understanding that it is the accessories and soft furnishings that will often make or break the harmony and balance of a room.

The Eliza Price in-house team uniquely offer a bespoke service of exquisitely hand sewn soft furnishings ensuring every item is tailor-made to fit and hang perfectly.

Their team ensures that every part of the designs are personalised to the needs of the most discerning clients providing balance of style, usability and budget sensitivity.

Just a call away, make an appointment today. Eliza Price will come to your home or you can visit their lovely showroom where fresh coffee and friendly professionalism will welcome you to discuss your interior requirements.





*elizaprice*

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# HAMNETT HAYWARD

## Lettings



### STONE PLACE - £1,000 PCM

This beautiful semi detached home has come to market benefiting from a central Hoole location, yet tucked away from it all within the quiet cul-de-sac of Stone Place.

EPC Rating: C



### NIDDRIES LANE - £1,450 PCM

This delightful addition to the rental market, is a must view! Boasting open field views to the rear and spacious living accommodation which is extremely well presented.

EPC Rating: B



### RAIN COTTAGE - £995 PCM

This stunning Grade II listed property is of local historical importance and boasts plenty of character throughout. It has been sympathetically restored with a mix of contemporary elements and original features and also has beautiful gardens.

EPC Rating: E



### KEEPERS CLOSE - £950 PCM

A recently modernised and well-presented three bedroom detached house occupying a corner plot in a quiet cul-de-sac location.

EPC Rating: C

# HAMNETT HAYWARD

## Lettings



### RUSHFIELD ROAD - £950 PCM

A lovely presented three bedroomed family home located on a popular residential development close to the city.

EPC Rating: B



### BAILEY BRIDGE - £950 PCM

Spacious semi detached three storey townhouse. Situated in a quiet cul-de-sac off Liverpool Road.

EPC Rating: D



### PENNY DRIVE - £1,300 PCM

We are pleased to offer for rental this detached family home which is situated on this popular development on the outskirts of town.

EPC Rating: D



### MORLEY ROAD - £1,500 PCM

On a summer's day there is just no better place to live!. Surrounded by beautiful walks to the popular Smokehouse and a very private garden, the property has a rural location yet it is an easy drive into the city centre.

EPC Rating: E

# HAMNETT HAYWARD

## Lettings



### CLOSE STREET - £1,500 PCM

A beautifully presented 4 bedroom house set in an idyllic location.

Decking area, large gardens, ample parking and double garage.

EPC Rating: C



### BAY ROAD - £1,050 PCM

The property comprises entrance hallway, cloakroom, kitchen, living room, dining room.

On the first floor : 2 double bedrooms and a single bedroom.

EPC Rating: B



### WYMOND ROAD - £795 PCM

Kitchen/diner, lounge, family bathroom, 3 bedrooms.

Enclosed back garden with shed and a single garage. Gas central heating.

EPC Rating: E



### CLOSE STREET - £800 PCM

The property comprises entrance hall, large kitchen/diner which extends into the conservatory, sitting room, 3 bedrooms, bathroom, garden.

EPC Rating: C

# HAMNETT HAYWARD

## Lettings



**BAILEY CRESCENT - £950 PCM**

The property has a fitted kitchen/dining room with Rayburn. Sitting room with open fireplace. Large garden, store room and off road parking.

EPC Rating: B



**THE GRANGE - £1,000 PCM**

Entrance hall, sitting room, double bedroom, kitchen and double bathroom.

EPC Rating: D



**ALLEN STREET - £1,300 PCM**

Lounge with wood burner, kitchen/diner, study, utility room, WC. Master bedroom with en-suite, family bathroom, 2 further bedrooms. Gardens.

EPC Rating: D



**BERESFORD ROAD - £1,500 PCM**

Stylish kitchen and bathroom. Lounge/dining room with vaulted ceiling with exposed beams and wood burner. Enclosed garden, garden sheds.

EPC Rating: E

# ACADEMIC EXCELLENCE WITHIN A WARM, FAMILY ATMOSPHERE

Children deserve the best and at [St Christopher's School](#) they offer something special, an academic education in a caring community with a christian ethos that gently permeates all areas of school life.

They will be given every opportunity to shine in their academic career as well as in music, drama, the arts and sport. The school understands that choosing the right school is one of the most important events in a families life.

The school caters for children from the age of two and a half years through to eleven years and is situated in Staverton. It provides a secure family environment in which the children can thrive and learn. Internally the school is very well equipped and is ideally set up to prepare the children for the eleven plus selection procedure to grammar schools and entrance and scholarship exams to other Independent schools.

The attitude of the pupils is excellent, showing high levels of enthusiasm, interest and confidence. The teachers are also deserving of praise for the way they teach their pupils, not to mention the care they show when it comes to matters like personal development and relationships.

The school has an average class size of 12 and was highly praised in recent OFSTED reports. They are rightfully proud that they achieved above average success rates in key stages 1 and 2 of the National Curriculum. Every pupil receives all the support they need to enable them to meet the demands of their education. If they need some extra support then the school will provide it, it is all part of their caring attitude.



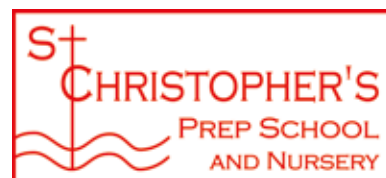


St Christopher's School believes that it is vital for the pupils to learn to express themselves and the school places a high emphasis on physical education, music and drama which gives the children an arena in which to rise to the challenge and perform to the best of their abilities.

Keeping up with the latest information and communication technology is vital if your child is to succeed in the twenty first century and the school have dedicated departments fitted with the latest equipment in which your child will learn how to use this valuable media.

Not surprisingly, Victoria Kennington, the Headmistress welcomes visits from prospective parents and is rightly proud of the school and its achievements. She knows that these early years are vital to the ongoing education of your child. This is the time when good attitudes and disciplines will auger well for the future education of the children. Victoria and her staff all hold true to the ethos of trust and mutual respect.

For any parents with children between the ages of two and a half and eleven years, the school will be pleased to hear from you and arrange a mutually convenient visit. You will be under no obligation, you will simply be invited to see for yourself the excellent facilities the school provides and more importantly, just how happy and well adjusted the children really are.



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# TOP 10 TIPS FOR PREPARING YOUR HOME FOR SALE

A home is an extension of our creative style. We all like to add a touch of our personality and design tastes to our home. At Hamnett Hayward, we believe it is important to think about who will be buying when selling your home. Follow our tips and your home still keep it's personality whilst still being attractive to potential buyers.

## 1. Are you emotionally ready to move?

Putting your house on the market is just as much about the psychological element as it is physically putting a sign outside your home. Mentally leaving your 'home' and creating 'a house for sale' can be challenging. You have many memories embedded in the walls and it's hard to let them go. Look at the sale of your home as a challenge, and how can you present it in the best way to make someone new step inside and fall in love.

## 2. Have you done your sums?

We know just how important it is to ensure you get your numbers right, we are always happy to advise you. Before putting your house on the market, make sure you see a financial adviser- you need to know the real budget for your new home. Allow us to undertake a valuation and you will be able to have an accurate current market appraisal. These are the most important figures to have when considering moving home.

## 3. De-clutter

We all have personal knick-knacks, collections and collectables; we just don't want them to distract potential buyers. We would always advise you to pack away any items that are not essential before your move. Not only does this get your packing well on the way, but also it allows your buyers to see themselves in your home. You want each room to be warm and inviting, clutter free and beautifully presented. You want buyers to instantly walk in and fall in love.

## 4. Make me beautiful

From the moment they open the door, you want to captivate your potential buyers. You have de-cluttered, now it's time to spring clean. Don't forget your kitchen cupboards, the fridge and under the stairs. Buyers are curious and will look in every nook and cranny so make sure they don't discover your glory hole! Try and tone down any real individual colour schemes and style choices, we are always happy to guide you in the right direction.

## 5. Don't forget the outside?

It is so easy to focus on the inside of your house that we often forget the outside. Kerb appeal is all about first impressions and we want your home to make a statement. You don't have to spend a fortune, just tidy up the garden and add a splash of colour with some flowers. Like on the inside, ensure that you refresh any paintwork and clean the windows.

## 6. If it's broke, fix it!

This may seem like common sense, but it can so easily be overlooked. Remember that job you have been putting off for months, it is now time to get it done, no more hiding! A great tip is to make a list, walk round each room and see what needs doing, this way nothing will be missed. Don't forget the outside, buyers don't want to see any broken decking or damaged plant pots.

## 7. I am what it says on the tin!

Are your bedrooms, bedrooms? We all change the function of rooms to suit our own busy lives. Buyers like to know that a bedroom can fit a bed in and they need to see it. This is the same for each room within your home, so it's time to compromise on your needs for the sale of your home.

## 8. The Final Touches

The final touches those little things that may or may not been noticed but can have a big impact. This is all about Home Staging. "Inspire your buyers by seducing them with neutral and calming tones and an atmosphere that feeds their senses. Elegant pared-down layouts allow buyers to visualise both themselves and their belongings in the property. Attention to detail will impress your buyers and increase desirability!" - Penelope Allen, Penelope Allen Design.

## 9. Am I photo ready?

We always offer professional photography for all new sales instructions, at no extra cost! We know what an impact professional photography can have on the marketing of your home, the levels of viewings you will achieve and eventually the price you will secure. A picture tells a story, make sure it is on the correct chapter for your home. It's time for the final touches.

## 10. Pick us?

In all seriousness, picking the right estate agent to sell your home is crucial. You need to feel confident that your chosen agent will use both traditional and innovative methods to showcase your home to potential buyers. We have a proven track record for the time we take from putting a home on the market to securing the correct buyer at the best possible price. For every home we list, we produce a property information pack. This comprehensive pack is bursting with information about your home and area. It compliments our professional, ethical and exceptional service. "We had seen properties through other agents, but when we met Gareth from Hamnett Hayward we could tell they were different. Gareth didn't just listen to our requirements he really listened." - Ken Kim.

# WHAT IS HOME STAGING AND HOW TO GET IT RIGHT?

Home staging is the art of presenting a home for sale. We have just talked about getting your house ready for sale, home staging is taking it that one step further. You are not just selling a home, you are selling a lifestyle, and as such you need to project that lifestyle into each room. This can be subtle as a couple of accessories, to catering for all the senses.

Look at each room as a photograph. You have made a canvas by getting it ready for sale, now you need to dress it.

Fresh flowers in a room add not only some colour but their beautiful scents in each room. Look at adding fresh flowers to key rooms such as the kitchen, living room and master bedrooms.

A way of bringing a feeling of freshness into your kitchen is using lemons and limes. Use a big bowl or vase and fill with your citrus fruits and place in an eye catching clutter free area of your kitchen.

Look at adding a lifestyle display e.g. a baking bowl, spoon and flour placed in an area of your kitchen you could use for baking. Your dining table should be set with your matching or contrasting place settings.

Add splashes of colour throughout your home with accessories. Don't go overboard, just a couple of cushions or a lamp would be perfect. If your children's bedroom allows, set up a board game or something similar. Only do this if the room is big enough and it doesn't make the room feel cluttered.

Don't forget about outside! Think about how you use your outdoor space and weather permitting, set the scene with chairs, tables and a place setting.

"Staging is important because buyers aren't looking to buy your home; they're looking to buy a house that they can easily imagine becoming their home. Staging is the process of turning your home into an attractive and well-maintained but 'blank canvas' house that will appeal to as many buyers as possible.

Most people struggle to imagine rooms any other way than how they see them in your photos, so to get a top price sale in a reasonable amount of time, you've got to do the work for them and make it as easy as possible for them to mentally move in.

Buyers are picky these days, and they also want to get as much as they can for their money. This means that to get a top price sale in a reasonable amount of time, you have to present buyers with a great deal. That does not mean being cheaper than other similar houses, but it does mean your house looking better when compared to the competition and eliminating any reasons the buyer could have for wanting to reduce the price.

Creating kerb appeal, fixing all maintenance issues, presenting each room so it looks as welcoming and spacious as possible, and really thinking about how a stranger would view your house will all help you get fabulous photos and entice those buyers in. It is a competition between you and the other vendors, so think like a buyer, roll your sleeves up and make your house the best option for miles." Anna Hart, Anna Hart Property Consultancy

We would recommend that you stage your home for photographs and viewings. Take real care and attention with your photographs- these are extremely important for marketing your home, and often it is a potential buyer's first impression. For viewings, pick a number of small staging elements that are easy for you to do, as we know how life always gets in the way.

Stage your home and create the dream for your buyers.

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